

Color Cosmetics Market in Kenya 2021

<https://marketpublishers.com/r/CB40B8048558EN.html>

Date: January 2022

Pages: 22

Price: US\$ 450.00 (Single User License)

ID: CB40B8048558EN

Abstracts

Color cosmetics is a broad term which encompasses different categories of products for skin, eyes, cheeks and lips. These makeup products enhance overall physical appearance, conceal flaws or define features, making one appear healthier and look more refreshed. A study by StrategyHelix indicates that the color cosmetics market in Kenya is anticipated to expand positively at a CAGR of 5.7% during the forecast period (2021-2027). Continuously rising personnel disposable income levels, growing demand for beauty and personal care, increasing consumer health awareness about personal care and fashion trends are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for color cosmetics. The Kenya color cosmetics market is segmented on the basis of price range, application, and distribution channel. Based on price range, the color cosmetics market in Kenya is categorized into prestige product, mass product. The mass product segment held the largest share of the Kenya color cosmetics market in 2020 and is anticipated to hold its share during the forecast period. On the basis of application, the color cosmetics market in Kenya has been segmented into eye make up, facial make up, lip products, nail products. By distribution channel, the color cosmetics market in Kenya has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

Top players covered in Kenya Color Cosmetics Market Study are BioCosmetic Research Labs, L'Oreal S.A., Revlon Inc., Sleek International Ltd.

Report Scope

Price range: prestige product, mass product

Application: eye make up, facial make up, lip products, nail products

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Kenya color cosmetics market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Revlon, Inc.
Sleek International Ltd
About StrategyHelix
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