

# Color Cosmetics Market in Latin America 2021

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## 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. The color cosmetics market in Latin America is poised to grow by US\$ 3,794 million during 2021-2027, progressing at a CAGR of 7.7% during the forecast period, according to data and analytics company StrategyHelix. 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 Latin America color cosmetics market is segmented on the basis of price range, application, distribution channel, and country. By price range, the color cosmetics market in Latin America has been segmented into prestige product, mass product. According to the research, the mass product segment had the largest share in the color cosmetics market in Latin America. Based upon application, the color cosmetics market in Latin America is categorized into eye make up, facial make up, lip products, nail products. On the basis of distribution channel, the color cosmetics market in Latin America has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. Geographically, the color cosmetics market in Latin America is segmented into Argentina, Brazil.

The Latin America color cosmetics market is highly competitive. The report also includes the profiles of leading companies such as Corporacion Belcorp, Cosmetica Global S.A., Coty Inc., Grupo Boticario, L'Oreal S.A., Mary Kay Inc., Natura & Co, Tupperware Brands Corporation (TUP), UNION S.R.L., Unique-Yanbal Group.

### 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

Country: Argentina, Brazil

Years considered: this report covers the period 2017 to 2027

### Key Benefits for Stakeholders

Get a comprehensive picture of the Latin America 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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L'Oreal S.A.  
Mary Kay Inc.  
Natura & Co  
Tupperware Brands Corporation (TUP)  
UNION S.R.L.  
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