

Color Cosmetics Market in Mexico 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. According to StrategyHelix, the color cosmetics market in Mexico is expected to increase by US\$ 907 million during 2021-2027, expanding at a CAGR of 7.7% during the forecast period. 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 Mexico color cosmetics market is segmented on the basis of price range, application, and distribution channel. Based on price range, the color cosmetics market in Mexico is categorized into prestige product, mass product. In Mexico, the mass product segment made up the largest share of the color cosmetics market. On the basis of application, the color cosmetics market in Mexico has been segmented into eye make up, facial make up, lip products, nail products. By distribution channel, the color cosmetics market in Mexico has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The color cosmetics market in Mexico comprises only a handful of players such as Mary Kay Inc., Natura & Co.

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 Mexico color cosmetics market

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

Pinpoint growth sectors and trends for investment

Contents

PART 1. INTRODUCTION

Scope of the study
Study period
Geographical scope
Research methodology

PART 2. COLOR COSMETICS MARKET OVERVIEW

PART 3. MARKET BREAKDOWN BY PRICE RANGE

Prestige product
Mass product

PART 4. MARKET BREAKDOWN BY APPLICATION

Eye make up
Facial make up
Lip products
Nail products

PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Supermarkets & hypermarkets
Specialty stores
Online retailing
Others

PART 6. KEY COMPANIES

Mary Kay Inc.
Natura & Co
About StrategyHelix
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