

Color Cosmetics Market in Nigeria 2021

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Date: January 2022

Pages: 16

Price: US\$ 450.00 (Single User License)

ID: C127EAFB68C2EN

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 Nigeria is projected to expand by a CAGR of 12.5% from 2021 through 2027. Continuously rising personal 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 Nigeria color cosmetics market is segmented on the basis of price range, application, and distribution channel. On the basis of price range, the color cosmetics market in Nigeria has been segmented into prestige product, mass product. Among these, the mass product segment was accounted for the highest revenue generator in 2020. By application, the color cosmetics market in Nigeria has been segmented into eye make up, facial make up, lip products, nail products. Based on distribution channel, the color cosmetics market in Nigeria is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

The key players in the color cosmetics market include BioCosmetic Research Labs, House of Tara International Lekki, Mary Kay Inc., New Milani Group LLC.

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 Nigeria 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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