

Color Cosmetics Market in Paraguay 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 Paraguay is poised to grow at a CAGR of around 7.5% over the analysis period of 2021 to 2027, 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 Paraguay color cosmetics market is segmented on the basis of price range, application, and distribution channel. By price range, the color cosmetics market in Paraguay has been segmented into prestige product, mass product. The mass product segment was the largest contributor to the Paraguay color cosmetics market in 2020. Based upon application, the color cosmetics market in Paraguay is categorized into eye make up, facial make up, lip products, nail products. On the basis of distribution channel, the color cosmetics market in Paraguay has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The color cosmetics market in Paraguay comprises only a handful of players such as L'Oreal S.A., UNION S.R.L.

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 Paraguay 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.
UNION S.R.L.
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