

# Color Cosmetics Market in Sri Lanka 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 Sri Lanka is projected to expand by a CAGR of 15.9% from 2021 through 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 Sri Lanka color cosmetics market is segmented on the basis of price range, application, and distribution channel. Based on price range, the color cosmetics market in Sri Lanka is categorized into prestige product, mass product. In Sri Lanka, the mass product segment made up the largest share of the color cosmetics market. On the basis of application, the color cosmetics market in Sri Lanka has been segmented into eye make up, facial make up, lip products, nail products. By distribution channel, the color cosmetics market in Sri Lanka has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The leading players in the color cosmetics market include Janet Ayurvedics (Pvt) Ltd, Revlon Inc., The Procter & Gamble Company, Vivalis Limited.

### 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 Sri Lanka 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**

Janet Ayurvedics (Pvt) Ltd  
Revlon, Inc.  
The Procter & Gamble Company  
Vivalis Limited  
About StrategyHelix  
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