

Color Cosmetics Market in Thailand 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 Thailand is poised to grow by US\$ 292 million during 2021-2027, progressing at a CAGR of 4.1% 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 Thailand color cosmetics market is segmented on the basis of price range, application, and distribution channel. By price range, the color cosmetics market in Thailand has been segmented into prestige product, mass product. The mass product segment was the largest contributor to the Thailand color cosmetics market in 2020. Based upon application, the color cosmetics market in Thailand is categorized into eye make up, facial make up, lip products, nail products. On the basis of distribution channel, the color cosmetics market in Thailand has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The color cosmetics market is dominated by key players, which are Amway Corporation, L'Oreal S.A., Shiseido Company Limited, SSUP GROUP, The Estee Lauder Companies Inc.

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 Thailand 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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Amway Corporation
L'Oreal S.A.
Shiseido Company, Limited
SSUP GROUP
The Estee Lauder Companies Inc.
About StrategyHelix
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