

Color Cosmetics Market in Vietnam 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 a report by StrategyHelix, the color cosmetics market in Vietnam is expected to increase at a CAGR of 10.6% till 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 Vietnam 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 Vietnam has been segmented into prestige product, mass product. The mass product segment is estimated to account for the largest share of the color cosmetics market in Vietnam. By application, the color cosmetics market in Vietnam has been segmented into eye make up, facial make up, lip products, nail products. Based on distribution channel, the color cosmetics market in Vietnam is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

The prominent players operating in the Vietnam color cosmetics market include LG Household & Health Care Ltd., L'Oreal S.A., Shiseido Company Limited, 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 Vietnam 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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LG Household & Health Care Ltd.
L'Oreal S.A.
Shiseido Company, Limited
The Estee Lauder Companies Inc.
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