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Africa: Face Makeup Market and the Impact of COVID-19 on It in the Medium Term

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Abstracts

Short Description

This report presents a strategic analysis of the African face makeup market and a forecast for its development in the medium term, taking into account the impact of COVID-19 on it. It provides a comprehensive overview of the market value, dynamics, segmentation, characteristics, main players, prices, international trade, trends and insights, growth and demand drivers, challenges, etc. This is the most detailed (COVID-19 updated) and comprehensive report about the African face makeup market, covering all African countries (39 single countries). The report presents information on each indicator for each of the 39 countries covered, offering unmatched value, accuracy and expert insights.

Report Purpose

The purpose of the report is to describe the state of the African face makeup market and to present real and expert-verified information about the values, dynamics, segmentation and characteristics of consumption, prices, imports, and exports. The report also presents a forecast for the market development in the medium term and the impact COVID-19 has and will have on it. In addition, the report presents an elaborate analysis of the main market participants, industry trends and insights, growth and demand drivers and challenges and all other factors, influencing the market development.

Questions This Report Answers

The report on the African face makeup market covers:

Market value and dynamics for the last five years;

Market segmentation (by each covered country; by product groups, etc.) for the last five years;

Analysis of the factors, influencing the market development (market trends and insights, drivers and challenges) and the impact COVID-19 has and will have on the market in both the short and the medium term;

Value chain analysis and structure of price formation;

Analysis of retail price levels and their dynamics for the last five years (broken down by each covered country);

Analysis of the major international trade flows;

Value, dynamics, segmentation (by each covered country) and analysis of imports for the last five years;

Value, dynamics, segmentation (by each covered country) and analysis of exports for the last five years;

Value and dynamics of the average import and export prices for the last five years (broken down by each covered country);

Value, dynamics, segmentation and analysis of per capita consumption for the last five years (broken down by each covered country);

Forecast for market development in the medium term (value and segmentation by each covered country);

Characteristics of the main players on the market;

Analysis of the competitive landscape;

Market shares of the main market players for the whole region;

Distribution channels for retail sales;

Five Forces analysis;

Analysis and forecast for the global economy and demographics.

How Can You Benefit from This Report?

With the help of this report you can:

Discover reliable and expert-verified market data, with which you can confidently make smarter business decisions and drive your business forward;

Track market data, including value, segmentation, forecasts, dynamics and structure – past, present and future;

Quickly and cost–effectively own a strategic analysis and gain competitive intelligence about the market;

Track and identify key market trends and insights and key drivers behind recent market changes;

Strategically assess growth potential, opportunities, demand drivers and challenges on the market and see what impact COVID-19 has and will have on the market in both the short and the medium term;

Own and compare information at both aggregate level (regionally) and for each individual country, covered in the report;

Discover the top-performing markets (strongest and weakest performers) as well as the markets, that are forecast to grow the most in the medium term (rising stars vs. yesterday's news);

Discover the importance of each distribution channel for the retail market;

Build and execute upon a strong strategy based on verified market data and expert insights;

Explore and identify new market opportunities in the countries within the market;

Discover how each of the markets performed in the past (in the last 5 years) and how it will perform in the future (in the next 6 years);

Strategically assess the competitive position of the main market players and their respective market shares;

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Make important strategic decisions safely and with confidence;

Discover data your competitors might already have and be acting upon;

Evaluate your position on the market, choose a new market to enter or get to know a completely new market;

Receive professional expertise on the market and everything important, connected with its development;

Save your time and resources by not having to compile the whole research by yourself;

Save money by not having to invest in 39 country reports separately;

Get all the data you need in one place;

Empower your marketing, branding, strategy, product and business development, consumption and supply functions with valuable market insights;

Build your investment strategy by assessing market attractiveness, country attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add value to pitches and presentations by using verified market data and expert insights;

Evaluate the key macroeconomic indicators to get insight into the general trends

within the economy and demographics.

What Kind of Data Is Presented in This Report?

This report presents data, which is:

Reliable (the report is prepared using a proven methodology, including both primary and secondary research);

Expert-verified (the data is cross-checked and confirmed by more than 30 local experts, representatives of the main market players);

Real (allowing you to confidently make smarter business and strategic decisions);

Comprehensive (breaks down the overall African data into separate data for 39 countries);

Comparable (the report covers information, which has been calculated in the same units for each indicator, making it comparable among all African countries but still taking into account the local differences of the markets);

Easy to read, perceive and understand (you do not have to be a market expert to understand what really is happening on the market and how it works);

Valuable (the value you get from this report is much higher than the investment you make for it);

Quick and hassle-free to get;

Commercially feasible - you do not have to invest in 39 country reports separately;

All in one place;

Easy to get - just a few clicks away!

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What Kind of Decisions You Can Make Based on the Data in This Report?

This report presents reliable and real market data, providing valuable support to make important strategic decisions regarding:

- Strategic planning;
- Marketing and sales;
- Market and industry evaluation;
- Evaluation of market opportunities, risks and challenges;
- Regional and country evaluation and opportunity analysis;
- Market entry;
- Market growth;
- Pricing and promotion;
- New product development;
- Distribution;
- Sourcing and supply chain management;
- Company evaluation;
- Mergers and acquisitions.

Who Is This Report for?

This report is for people who already are actively working on this market, representatives of producers, distributors, importers, exporters, wholesalers, retailers, suppliers:

- Industry C Level executives;

Directors;

Industry strategists;

Marketing professionals;

Business development professionals;

Product developers;

Product marketers and strategists;

Product managers;

Project managers;

Suppliers;

Traders;

This report is also for people, not directly or actively involved in the market, representatives of investors, consultants, advisors and financial institutions:

Management consultants;

Investment managers;

Financial professionals;

Bank managers;

M&A managers.

Short Methodology

This research report has been prepared using the proven WMStrategy's methodology,

including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews. For this particular report, more than 30 market expert interviews have been conducted with experts from the leading market companies (producers, distributors, retailers, suppliers, etc.). The full list of interviewed experts and a detailed methodology are available upon request.

Regional Coverage

The report on the African face makeup market breaks down the region into the following countries and covers every single one of them:

Africa:

o Algeria;
o Angola;
o Benin;
o Botswana;
o Burkina Faso;
o Burundi;
o Cameroon;
o Chad;
o Republic of the Congo;
o Egypt;
o Equatorial Guinea;
o Ethiopia;
o Gabon;
o Gambia;
o Ghana;
o Guinea;
o Ivory Coast;
o Kenya;
o Lesotho;
o Madagascar;
o Malawi;
o Mauritius;
o Morocco;
o Mozambique;

o Namibia;
o Niger;
o Nigeria;
o Rwanda;
o Senegal;
o Seychelles;
o Sierra Leone;
o South Africa;
o Sudan;
o Tanzania;
o Togo;
o Tunisia;
o Uganda;
o Zambia;
o Zimbabwe.

Product Coverage

This report covers the following product groups:

> Face makeup (including face cosmetics, foundation make up, concealers, face podwers, BB creams and CC creams).

Recap

This is the most valuable, detailed (COVID-19 updated) and comprehensive report about the African face makeup market currently available, covering 39 single countries! We also offer similar reports, covering every global country and region separately and offer special terms for bundle purchases. So, if you are interested in the African face makeup market, this research report will provide you with reliable, expert-verified and real market data you can safely and confidently base your decisions on. In a quick and hassle-free way, it will provide you with a strategic analysis of the market, its recent and future development. In addition, this solution will save you time and money while presenting you all the necessary information, empowering you to make informed commercial decisions and move your business forward!

This report is the most in-depth publicly available business analysis that exists on this particular market. And it is all here in one place, just a few clicks away! We have all the

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data for this report. However, as the situation with COVID-19 is changing by the hour globally, the report will be updated with the latest available information after each purchase. That is why the report will be dispatched in up to 5 working days after order confirmation.

Report Customization

If the report as is does not work for you, you can get it customized, according to your own specific requirements and criteria. Feel free to contact us for more information!

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Contents

1. INTRODUCTION

2. RESEARCH METHODOLOGY

3. EXECUTIVE SUMMARY

4. PRODUCT DESCRIPTION

5. STATE OF THE GLOBAL DEMOGRAPHICS AND ECONOMY

5.1. Characteristics of the Global Demographics in 2016-2020
5.2. Characteristics of the Global Economy in 2016-2020
5.3. Forecast for the Development of the Global Economy in the Short Term

6. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE AFRICAN FACE MAKEUP MARKET

6.1. Value and Dynamics of the African Face Makeup Market in 2016-2020
6.2. Segmentation of the African Face Makeup Market in 2016-2020 by Countries
6.3. Trends and Insights of the African Face Makeup Market
6.4. Profiles of the Main Players on the African Face Makeup Market
6.5. Five Forces Analysis
6.6. Competitive Landscape on the African Face Makeup Market
6.7. Drivers and Challenges That Will Affect the Future Development of the African Face Makeup Market

7. CHARACTERISTICS AND ANALYSIS OF THE AFRICAN PRICES OF FACE MAKEUP IN 2016-2020

7.1. Value Chain Analysis
7.2. Structure of Price Formation
7.3. Segmentation of the Average African Retail Prices of Face Makeup in 2016-2020 by Countries

8. AFRICAN FOREIGN TRADE OPERATIONS OF FACE MAKEUP

8.1. African Foreign Trade Operations of Face Makeup in 2016-2020

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9. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE IMPORTS OF FACE MAKEUP TO AFRICA

9.1. Value and Dynamics of the Imports of Face Makeup to Africa in 2016-2020
9.2. Segmentation of the Imports of Face Makeup to Africa by Importing Countries in 2016-2020
9.3. Segmentation of the Average Import Prices of Face Makeup by Importing Countries in 2016-2020

10. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE AFRICAN EXPORTS OF FACE MAKEUP

10.1. Value and Dynamics of the African Exports of Face Makeup in 2016-2020
10.2. Segmentation of the African Exports of Face Makeup by Exporting Countries in 2016-2020
10.3. Segmentation of the Average Export Prices of Face Makeup by Exporting Countries in 2016-2020

11. CHARACTERISTICS AND SEGMENTATION OF THE AFRICAN CONSUMPTION OF FACE MAKEUP PER CAPITA

11.1. Segmentation of the African Face Makeup Consumption per Capita by Countries in 2016-2020

12. FORECAST FOR DEVELOPMENT OF THE AFRICAN FACE MAKEUP MARKET IN 2021-2026

12.1. Forecast for Development of the African Face Makeup Market in 2021-2026 in Three Possible Scenarios
12.2. Forecast for Development of the African Face Makeup Market, Broken down by Countries in 2021-2026
About Us

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List Of Tables

LIST OF TABLES

Global population, broken down by main regions in 2016-2020, in millions of people and in %
Global population growth rate, population density, urban population and life expectancy, broken down by regions in 2016-2020, in %, people per sq.km. and years
Age structure of the global population, broken down by main regions, in %
Sex structure of the global population, broken down by main regions, in %
Global GDP, broken down by main regions, in millions of USD
Global GNI per capita (Atlas method), broken down by main regions, in USD
Global GDP per capita and GDP annual growth, broken down by main regions, in USD per capita and in %
Global unemployment rate, labor force participation rate and GDP per person employed, broken down by regions in 2016-2020, in % and in constant 2011 PPP USD
Global school enrolment (tertiary education), broken down by main regions, in % of gross education
Global inflation rate – consumer prices, GDP deflator, bank capital to assets ratio, and bank nonperforming loans to total gross loans, broken down by main regions, in %
Global imports and exports of goods and services, BoP, broken down by main regions, in millions of USD and in %
Forecasted global GDP, broken down by main regions, in billions of USD
Forecasted global GDP growth, broken down by main regions, in %
Forecasted global GDP per capita, current prices, broken down by main regions, in %
Value (in RSP) and dynamics of the African face makeup market in 2016-2020, in million USD and in %
Segmentation of the face makeup market in Africa by countries in 2016-2020 in value terms (in RSP), in million USD and in %
Segmentation of face makeup retail distribution in Africa by distribution channels
Market shares of the main market players for the whole region
Key financial indicators of each company covered (where available) for the FY 2016 – FY 2020, in millions of USD and in %
Segmentation of the average annual retail prices of face makeup in Africa, broken down by countries in 2016-2020, in USD per unit and in %
Trade balance of the face makeup foreign trade in Africa in 2016-2020, in million USD and in %
Value and dynamics of the African imports of face makeup in 2016-2020, in million USD

and in %
Segmentation of the African imports of face makeup by importing countries in 2016-2020, in million USD and in %
Value and dynamics of the average import prices of the face makeup, imported to Africa by importing countries in 2016-2020, in USD per unit and in %
Value and dynamics of the African exports of face makeup in 2016-2020, in million USD and in %
Segmentation of the African exports of face makeup by exporting countries in 2016-2020, in million USD and in %
Value and dynamics of the average export prices of the face makeup, exported from Africa by exporting countries in 2016-2020, in USD per unit and in %
Value and dynamics of the average annual consumption of face makeup per capita in Africa by consuming countries in 2016-2020, in USD per capita and in %
Value (in RSP) and dynamics of the African face makeup market in 2016-2020 and forecast for its development in 2021-2026 (within the framework of the base scenario), in million USD and in %
Value (in RSP) and dynamics of the African face makeup market in 2016-2020 and forecast for its development in 2021-2026 (within the framework of the pessimistic scenario), in million USD and in %
Value (in RSP) and dynamics of the African face makeup market in 2016-2020 and forecast for its development in 2021-2026 (within the framework of the optimistic scenario), in million USD and in %
Forecast for development of the face makeup market in Africa in 2021-2026, broken down by countries, in million USD and in %

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List Of Figures

LIST OF FIGURES

Value (in RSP) and dynamics of the African face makeup market in 2016-2020, in million USD and in %
Segmentation of the face makeup market in Africa in value terms (in RSP) in 2020 by countries, in %
Segmentation of face makeup retail distribution in Africa by distribution channels
Market shares of the main market players for the whole region
Value chain analysis, in %
Structure of price formation, in %
Deviation of the segmentation of the average annual retail prices of face makeup in Africa, broken down by countries in 2020, in USD per unit
Value and dynamics of the imports of face makeup to Africa in 2016-2020, in million USD and in %
Segmentation of the imports of face makeup to Africa by importing countries in value terms in 2020, in % to the total African imports
Deviation of the average import prices of the face makeup, imported to Africa by importing countries in 2020, in USD per unit
Value and dynamics of the African exports of face makeup in 2016-2020, in million USD and in %
Segmentation of the African exports of face makeup by exporting countries in value terms in 2020, in % to the total African exports
Deviation of the average export prices of the face makeup, exported from Africa by exporting countries in 2020, in USD per unit
Deviation of the average annual consumption of face makeup per capita in Africa by consuming countries in 2020 in value terms, in USD per capita
Value and dynamics of the African face makeup market in 2016-2020 and forecast for its development in 2021-2026 (within the framework of the base scenario), in million USD %
Value and dynamics of the African face makeup market in 2016-2020 and forecast for its development in 2021-2026 (within the framework of the pessimistic scenario), in million USD %
Value and dynamics of the African face makeup market in 2016-2020 and forecast for its development in 2021-2026 (within the framework of the optimistic scenario), in million USD %

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