

# Eastern Europe Make-up Sector Market 2017: Key Players – L`Oreal S.A., Avon Products Inc, Coty Inc., Procter & Gamble

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## SUMMARY

WiseGuyReports published new report, titled "Opportunities in the Eastern Europe Make-up Sector"

"Opportunities in the Eastern Europe Make-up Sector", report brings together multiple data sources to provide a comprehensive overview of the region's Make-up sector. It includes market overview, high growth country analysis, top brands, key distribution channels, packaging formats and case studies.

Eastern Europe's make-up sector was valued at US\$2,288.7 million in 2016. Of the four categories, lip make-up held the largest market share of 33.2% in 2016. Health & beauty stores was the leading distribution channel in the Eastern Europe make-up market, with a total value share of 26.5% in 2016.

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## Scope

This report brings together multiple data sources to provide a comprehensive overview of the make-up sector in the region. It includes analysis on the following –

- Sector overview: Provides overview of the sector size, value and volume growth analysis, across regions
- Change in consumption: Analysis on the shift in consumption of make-up by markets across the key countries in the region.
- High potential countries: Provides Risk-Reward analysis of top 4 high potential countries in the region based on market assessment, economic development, socio-demographic, governance indicators, and technological infrastructure
- Country analysis: Provides deep-dive analysis of high potential countries covering value growth during 2016-2021, key challenges, consumer demographics, and key trends supported with product examples. It also includes analysis of the key challenges faced and future outlook for the region.
- Brand analysis: Provides an overview of leading brands in the region, besides analyzing the growth of Private Label products in the region.



- Key distribution channels: Provides analysis on the leading distribution channels for hot drinks across the key countries in the region, in 2016. It covers these distribution channels - hypermarkets & supermarkets, convenience stores, health & beauty stores, dollar stores, which include variety stores & general merchandisers and others, which includes cash & carries & warehouse clubs and others.
- Preferred packaging formats: The report provides percentage share (in 2016) and growth analysis (during 2011-2021) for various packaging materials, container, closure, and outer types based on the volume sales (units) of make-up

### Key points to buy

- Manufacturing and retailers seek latest information on how the market is evolving to formulate their sales and marketing strategies. There is also demand for authentic market data with a high level of detail. This report has been created to provide its readers with up-to-date information and analysis to uncover emerging opportunities of growth within the sector in the region.
- The report provides a detailed analysis of the countries in the region, covering the key challenges, competitive landscape and demographic analysis , that can help companies gain insight into the country specific nuances
- The analysts have also placed a significant emphasis on the key trends that drive consumer choice and the future opportunities that can be explored in the region, than can help companies in revenue expansion
- To gain competitive intelligence about leading brands in the sector in the region with information about their market share and growth rates

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