

Make-Up sector in Ireland Market 2017: Key Players: Fuschia, Max Factor, Revlon, Estee Lauder, L`Oreal Paris and More

PUNE, MAHARASHTRA, INDIA, January 23, 2018 /EINPresswire.com/ --

WiseGuyReports published new report, titled "Make-Up sector in Ireland"

Summary

With more women entering workforce, the demand for Make-Up products is growing in Ireland. The Irish Make-Up sector is led by the Face Make-Up market in both value and volume terms, while Nail Make-Up is forecast to register the fastest value growth during 2016-2021. Hypermarkets & Supermarkets is the leading channel for the distribution of Make-Up products in the country. Rigid Plastics is the most commonly used package material in the sector and it is also forecast to register the fastest growth during 2016-2021. Alliance Boots GmbH, Cosnova GmbH, Coty, Inc. and Procter & Gamble are the leading market players in the Irish Make-Up sector. Country Profile report on the Make-Up sector in the Ireland provides insights on high growth markets to target, trends in the usage of packaging materials, category level distribution channel data and market share of brands.

What else is contained?

- Market data: Overall market value and volume data with growth analysis for 2011-2021.
- Category coverage: Value and growth analysis for Eye Make-Up, Face Make-Up, Nail Make-Up, and Lip Make-Up with inputs on individual category share within each market and the change in their market share forecast for 2016-2021
- Leading players: Market share of brands and private labels, including private label growth analysis from 2011-2016
- Distribution data: Percentage of sales within each market through distribution channels such as Hypermarkets & Supermarkets, Health & Beauty Stores, Department Stores, Drug Stores & Pharmacies, and others
- Packaging data: consumption breakdown for package materials and pack types in each market, in terms of percentage share of number of units sold. Package material data for Glass, Rigid Plastics, Paper & Board, Flexible Packaging, and others; pack type data for: Specialty Container, Tube, Jar and Tub.

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Companies mentioned

Fuschia
Rimmel
Max Factor, Revlon
M.A.C
Clinique
Estee Lauder
Boots, Maybelline
Essence
Avon
Chanel, Dior, Clarins
L'Oréal Paris
The Body Shop

Scope

- The Irish Make-Up sector accounted for a volume share of 1.19% of the regional (Western Europe) market, in 2016.
- Of the four markets, Face Make-Up was the largest in value terms. However, Nail Make-Up is expected to grow the fastest, during the forecast period.
- Hypermarkets & Supermarkets was the leading distribution channel in the Irish Make-Up sector
- Boots is the leading brand in the Irish Make-Up sector.
- Rigid Plastics was the most commonly used package material

Key points

- Identify high potential categories and explore further market opportunities based on detailed value and volume analysis
- Existing and new players can analyze key distribution channels to identify and evaluate trends and opportunities
- Gain an understanding of the total competitive landscape based on detailed brand share analysis to plan effective market positioning
- Access the key and most influential consumer trends driving Make-Up consumption, and how they influence consumer behavior in the market which will help determine the best audiences to target
- Our team of analysts have placed a significant emphasis on changes expected in the market that will provide a clear picture of the opportunities that can be tapped over the next five years, resulting in revenue expansion
- The packaging analysis report helps manufacturers; in identifying the most commonly used packaging materials in the sector
- Analysis on key macro-economic indicators such as GDP per capita, population (overall and breakdown by age), and consumer price index. It also covers a comparative analysis of political, economic, socio-demographic, and technological indicators (PEST) across 50 countries.

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