

# Make-Up sector in Austria Market 2017: Key Players: Maybelline, L`Oreal Paris, Essence, Catrice, Amway and More

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

## Summary

The Make-Up sector in Austria is led by the Eye Make-Up market, while the Nail Make-Up market is expected to grow the fastest during 2016-2021.

Hypermarkets & Supermarkets is the leading distribution channel for Make-Up products in the country. Rigid Plastics is the most commonly used package material in the sector, followed by glass. Maybelline, Astor and Ellen Betrix are the leading market players in the Austrian Make-Up sector.

Country Profile report on the Make-Up sector in the Austria 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.

GET SAMPLE REPORT @ <https://www.wiseguyreports.com/sample-request/2811507-country-profile-make-up-sector-in-austria>

#### Companies mentioned

Maybelline  
Astor  
Ellen Betrix  
L`Oreal Paris  
Rimmel  
Yves Rocher  
Essence  
Catrice  
Manhattan  
Chanel  
Amway  
Lancôme  
Clinique  
Dior  
Estée Lauder  
Guerlain

#### Scope

- The Make-Up sector in Austria accounted for 1.98% volume share in the Western European region, in 2016
- The Make-Up sector in Austria is forecast to grow at 4.1% CAGR, in value terms, during 2016-2021
- The per capita consumption of Make-Up products is higher in Austria compared to the global level
- Eye Make-Up is the largest market, in value and volume terms, in the Austrian Make-Up sector
- Hypermarkets & Supermarkets is the leading distribution channel, followed by Health & Beauty Stores

#### Key points to buy

- 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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