



Colour Cosmetics in South Africa Market 2018 Share, Trend, Segmentation and Forecast to 2021

WiseGuyReports.Com Publish a New Market Research Report On –“ Colour Cosmetics in South Africa Market 2018 Share, Trend, Segmentation and Forecast to 2021”.

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More women are joining the labour force and in turn have disposable income to spend on discretionary items, such as colour cosmetics. The increased focus on personal appearance is driving growth in the category where consumers across all income and age groups are spending on colour cosmetics, although the brands on which they decide to spend depend on their income level.

The Colour Cosmetics in South Africa report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. Forecasts to 2021 illustrate how the market is set to change.

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Product coverage: Colour Cosmetics Sets/Kits, Eye Make-Up, Facial Make-Up, Lip Products, Nail Products.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Colour Cosmetics market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

It has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

Ongoing Demand for Beauty and Personal Care Despite Challenging Economic Climate

Market Growth Hampered by the Rising Cost of Living

Economy Brands Gain Ground at the Expense of the Leading Multinationals

New Product Developments Focus on Ingredients and Functionality

Growth Set To Remain Positive for Beauty and Personal Care Over the Forecast Period

Key Trends and Developments

Industry Players Target Younger Generations Through Social Media Marketing

Individualisation and Targeted Products Act As Growth Drivers

Fragmented Market Is Led by Multinationals

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