

Colour Cosmetics in Peru

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Colour Cosmetics in Peru - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Colour cosmetics performs well in both value and volume terms, although challenges are noted Local artisanal brands gain ground in Peru Maybelline gains share in colour cosmetics

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Lip products will continue their growth trajectory over the forecast period New competitors set to enter colour cosmetics Local and niche brands will continue their expansions

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