

Colour Cosmetics in Japan

April 2024

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2023 DEVELOPMENTS

Colour cosmetics grows on the back of the pandemic, but prices are polarising

Breakthrough of premium brands due to increasing presence of luxury fashion brands, despite price rises

Rise of mass brands and private label lines from mass retailers

PROSPECTS AND OPPORTUNITIES

Colour cosmetics not set to recover in the forecast period; challenges include creating luxury value propositions and attracting men

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DISCLAIMER

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