

# **Colour Cosmetics in Germany**

June 2023

**Table of Contents** 

# Colour Cosmetics in Germany - Category analysis

# **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Colour cosmetics rebounds, but not to the pre-pandemic level Natural make-up trend boosted by BB/CC creams, while lip products benefits from lifting of mask restrictions Cosnova confirms its strength

## PROSPECTS AND OPPORTUNITIES

Positive expectations for colour cosmetics in the forecast period Social media and generation Z to stimulate sales of colour cosmetics Natural facial make-up concept likely to remain popular

## CATEGORY DATA

Table 1 - Sales of Colour Cosmetics by Category: Value 2017-2022
Table 2 - Sales of Colour Cosmetics by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Colour Cosmetics: % Value 2018-2022
Table 4 - LBN Brand Shares of Colour Cosmetics: % Value 2019-2022
Table 5 - LBN Brand Shares of Eye Make-up: % Value 2019-2022
Table 6 - LBN Brand Shares of Facial Make-up: % Value 2019-2022
Table 7 - LBN Brand Shares of Lip Products: % Value 2019-2022
Table 8 - LBN Brand Shares of Nail Products: % Value 2019-2022
Table 9 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022
Table 10 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027
Table 11 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

# Beauty and Personal Care in Germany - Industry Overview

#### EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture 2022 key trends Competitive landscape Retailing developments What next for beauty and personal care?

#### MARKET DATA

Table 12 - Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 19 - Distribution of Beauty and Personal Care by Category: % Value 2022
Table 20 - Forecast Sales of Beauty and Personal Care by Category: % Value 2022
Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

#### DISCLAIMER

SOURCES

Summary 1 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/colour-cosmetics-in-germany/report.