

# Colour Cosmetics in Taiwan

April 2024

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# Colour Cosmetics in Taiwan - Category analysis

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Sales of colour cosmetics remain strong, driven by lip products

Sales in department stores and health and personal channels rise

Taiwan brand Heme retains its strong appeal, driving sales through affordable prices

## PROSPECTS AND OPPORTUNITIES

Growth is driven by an expanding audience of younger consumers and males

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Consumers pay greater attention to eco-friendly colour cosmetics

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