Colour Cosmetics in Vietnam - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Colour cosmetics return to growth as mobility returns
Diverse colour cosmetics trends
Global brands still dominate colour cosmetics in Vietnam

PROSPECTS AND OPPORTUNITIES
Strong growth expected for colour cosmetics, leading to full recovery
Global brands expected to continue to lead, and premium products will perform well
Brands likely to focus more on e-commerce

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 2022-2027
Table 11 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

Beauty and Personal Care in Vietnam - 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
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Table 17 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 18 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 19 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 20 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES
Summary 1 - Research Sources

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