

# Colour Cosmetics in Eastern Europe

June 2021

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## REGIONAL OVERVIEW

Eastern Europe posts the slowest regional per capita decline in 2020

Eastern Europe to immediately begin a slow recovery in 2021

Lip products the worst performer during the pandemic in 2020

Major losses in Russian lip products and facial make-up

Pandemic-induced sales losses drag down the 2015-2020 performance

Russian declines already holding back the pre-2020 regional performance

Health and beauty specialist retailers account for more than half of sales

E-commerce channel almost doubles its sales share in 2020

## LEADING COMPANIES AND BRANDS

Less fragmented competitive landscapes over 2015-2020

Direct selling players losing share

Major players all generate their greatest sales in Russia or Poland

Vivienne Sabó continues its upwards momentum in the rankings

## FORECAST PROJECTIONS

Eastern Europe will see a return to positive growth from 2021...

...but Russian sales will continue to decline over the forecast period

Future trends to include natural ingredients and the natural look

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Belarus: Competitive and Retail Landscape

Bosnia and Herzegovina: Market Context

Bosnia and Herzegovina: Competitive and Retail Landscape

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