

Colour Cosmetics in Spain

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Colour Cosmetics in Spain - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Mandatory face masking continues to weigh on demand
Increasingly favour a more natural look, some consumers are using less make-up
L'Oréal leads, but private label is a growing threat

PROSPECTS AND OPPORTUNITIES

An end to mandatory face masking will provide a significant boost to demand, particularly for lip products
E-commerce will continue to mature
Sustainability will continue to grow in importance, particularly to younger consumers

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DISCLAIMER

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