

Colour Cosmetics in Estonia

April 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive growth despite rising prices as consumers continue to seek quality
Simplicity and convenience are rising trends on the colour cosmetics landscape
Global players maintain the lead as L'Oréal retains its top spot in Estonia

PROSPECTS AND OPPORTUNITIES

The natural trend gains ground, aiding sales of BB/CC creams
Social media and innovative use of technology are changing the retail environment
Mass brands continue to lead the landscape across the early forecast period

CATEGORY DATA

Table 1 - Sales of Colour Cosmetics by Category: Value 2018-2023
Table 2 - Sales of Colour Cosmetics by Category: % Value Growth 2018-2023
Table 3 - Sales of Colour Cosmetics by Premium vs Mass: % Value 2018-2023
Table 4 - NBO Company Shares of Colour Cosmetics: % Value 2019-2023
Table 5 - LBN Brand Shares of Colour Cosmetics: % Value 2020-2023
Table 6 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023
Table 7 - Forecast Sales of Colour Cosmetics by Category: Value 2023-2028
Table 8 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028
Table 9 - Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2023-2028

Beauty and Personal Care in Estonia - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 10 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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