

Colour Cosmetics in Spain

April 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

“Indulgence” spending drives growth in colour cosmetics

TikTok trends help to attract the attention of younger generations

L'Oréal maintains its lead, while TikTok and celebrity endorsements attract attention for smaller brands

PROSPECTS AND OPPORTUNITIES

Short-term economic uncertainty will dampen potential sales, but strong baseline demand will remain

Colour cosmetics and skin care expected to blur together with the launch of new products

Competition from new players expected to continue over the 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 - NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 4 - LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 5 - LBN Brand Shares of Eye Make-up: % Value 2020-2023

Table 6 - LBN Brand Shares of Facial Make-up: % Value 2020-2023

Table 7 - LBN Brand Shares of Lip Products: % Value 2020-2023

Table 8 - LBN Brand Shares of Nail Products: % Value 2020-2023

Table 9 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 10 - Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 11 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

Beauty and Personal Care in Spain - 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 12 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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