

# **Colour Cosmetics in Slovakia**

April 2024

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# Colour Cosmetics in Slovakia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Colour cosmetics receives boost to value sales as consumption picks up Other lash and brow make-up products is one of the most dynamic categories Lipstick effect stirs up demand for colour cosmetics

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Slower growth is expected in early part of forecast period Discounters and private label to benefit from wider range of colour cosmetics Social media offers fast track to marketing colour cosmetics

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