

Colour Cosmetics in the Philippines

April 2024

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2023 DEVELOPMENTS

Colour cosmetics sees dynamic performance alongside return of busy lifestyles

Lip and cheek tints are valued for their versatility and long-lasting properties

Competition intensifies, as local brands raise their profile

PROSPECTS AND OPPORTUNITIES

Premium brands are expected to look to expand their presence, alongside rising disposable incomes

E-commerce will play a key role in generating demand, but bricks-and-mortar stores will remain important

Home-grown brands will gain a stronger foothold in the market by tailoring their products to the needs of local consumers

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