

# Colour Cosmetics in Indonesia

April 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Healthy growth in 2023, with lip products seeing a high level of innovation

Social media plays an increasingly important role in players' marketing strategies, as embodied by Hebe Beauty

Cheap Chinese brands flood the category

### PROSPECTS AND OPPORTUNITIES

Healthy outlook for colour cosmetics in the forecast period, with young consumers expected to shape the direction of the market

Chinese brands will continue to make waves, while players will also create more hybrid products, which provide skin care benefits

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