

# Colour Cosmetics in Estonia

April 2024

Table of Contents

## Colour Cosmetics in Estonia - Category analysis

### 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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