

Colour Cosmetics in Taiwan

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Table of Contents

Colour Cosmetics in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of colour cosmetics remain strong, driven by lip products
Sales in department stores and health and personal channels rise
Taiwan brand Heme retains its strong appeal, driving sales through affordable prices

PROSPECTS AND OPPORTUNITIES

Growth is driven by an expanding audience of younger consumers and males
Ease and convenience drives growth for the e-commerce channel
Consumers pay greater attention to eco-friendly colour cosmetics

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 Taiwan - 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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