

Colour Cosmetics in Japan

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Colour Cosmetics in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Colour cosmetics grows on the back of the pandemic, but prices are polarising
Breakthrough of premium brands due to increasing presence of luxury fashion brands, despite price rises
Rise of mass brands and private label lines from mass retailers

PROSPECTS AND OPPORTUNITIES

Colour cosmetics not set to recover in the forecast period; challenges include creating luxury value propositions and attracting men
Share erosion of mid-priced brands expected to continue due to price polarisation
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DISCLAIMER

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