

# Colour Cosmetics in Kenya

May 2024

Table of Contents

## Colour Cosmetics in Kenya - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

E-commerce continues to rise in colour cosmetics in 2023

Maybelline New York engages social media influencers to push the brand, as lip products gains ground

Colour cosmetics is home to counterfeit brands

#### PROSPECTS AND OPPORTUNITIES

Generation Z as driving force for innovation

Rising incomes will support sales in colour cosmetics

Rising interest in personal appearance to support category development, as the digital shift continues

#### 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 Kenya - 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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