

# Colour Cosmetics in Western Europe

June 2021

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Scope

Key findings

## REGIONAL OVERVIEW

Western Europe badly impacted by COVID-19 in 2020

Slow recovery on the cards for Western Europe in 2020-2025

UK and France see major declines in 2015-2020

Nail products get off lightly in the pandemic-related sales collapse

All the top markets in decline over 2015-2020

COVID-19 adds to the problems in colour cosmetics in 2020

E-commerce makes significant gains during the pandemic...

...as beauty specialist retailers and department stores lose share

## LEADING COMPANIES AND BRANDS

Top five mostly account for more than half of retail sales

Cosnova continues to make gains in 2020

UK and Germany big revenue generators for private label

Consumers favouring mass over premium brands in the pandemic

## FORECAST PROJECTIONS

Colour cosmetics sales to continue declining in 2021...

...with modest growth predicted for the rest of the forecast period

Rising GDP will help to drive growth across the region

## COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Belgium: Market Context

Belgium: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

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France: Market Context

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Turkey: Competitive and Retail Landscape

UK: Market Context

UK: Competitive and Retail Landscape

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