



Euromonitor  
International

# Colour Cosmetics in China

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Facial make-up bucks the declining trend, as a good base for make-up is essential  
L'Oréal loses share to domestic players such as Proya Cosmetics  
Although retail e-commerce dominance is unshakeable, some offline channels see strong growth

PROSPECTS AND OPPORTUNITIES

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Beauty and Personal Care in China - Industry Overview

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DISCLAIMER

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