



**Euromonitor
International**

Colour Cosmetics in Austria

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Social media visibility, skinification and premium lip gloss fuelled rising interest
L'Oréal led the market with strong brand portfolio and innovative advertising strategies
Beauty specialists and e-commerce drove growth with elevated experiences and convenience

PROSPECTS AND OPPORTUNITIES

Innovations and evolving product expectations will shape colour cosmetics
Premium colour cosmetics will outperform mass through elevated branding and experiential appeal
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Beauty and Personal Care in Austria - Industry Overview

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DISCLAIMER

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