



Euromonitor
International

Colour Cosmetics in Pakistan

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Dynamic growth of lip products supported by influencer-driven trends on TikTok and Instagram
L'Oréal Groupe leads, offering a broad portfolio
Online platforms attract consumers with exclusive discounts, flash sales, and influencer-driven promotions

PROSPECTS AND OPPORTUNITIES

Beauty influencers hold significant sway in product promotion and brand endorsements
Multifunctional products increasingly popular
Innovation to focus on clean and hybrid cosmetics

CATEGORY DATA

- Table 1 - Sales of Colour Cosmetics by Category: Value 2019-2024
- Table 2 - Sales of Colour Cosmetics by Category: % Value Growth 2019-2024
- Table 3 - Sales of Colour Cosmetics by Premium vs Mass: % Value 2019-2024
- Table 4 - NBO Company Shares of Colour Cosmetics: % Value 2020-2024
- Table 5 - LBN Brand Shares of Colour Cosmetics: % Value 2021-2024
- Table 6 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024
- Table 7 - Forecast Sales of Colour Cosmetics by Category: Value 2024-2029
- Table 8 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2024-2029
- Table 9 - Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2024-2029

Beauty and Personal Care in Pakistan - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture
2024 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 2019-2024
- Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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