



Colour Cosmetics in Croatia

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Colour cosmetics maintains positive growth thanks to stable demand from consumers who value aesthetic appearance
Cosnova maintains its leading place thanks to the ongoing success of its Essence and Catrice brands
Health and personal care stores offer a multitude of benefits for colour cosmetics sales

PROSPECTS AND OPPORTUNITIES

Colour cosmetics will increasingly incorporate the skinification trend
Hybrid products expected to emerge as the lines between make-up and skin care blur
Innovation will focus on areas such as personalisation and sustainability

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Beauty and Personal Care in Croatia - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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