



Euromonitor
International

Colour Cosmetics in Portugal

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Eye-make up leads sales as colour cosmetics records double-digit growth
Kikocos Portugal - Unipessoal Lda retains its lead, offering affordable goods to consumers
The share of retail e-commerce is challenged as consumers appreciate in-store advice

PROSPECTS AND OPPORTUNITIES

Added-value products are set to drive ongoing growth across the forecast period
Sustainability, AI-driven services and new entrants are expected to shape the forecast period
Skin care and colour cosmetics will increasingly merge, offering consumers added-value

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Beauty and Personal Care in Portugal - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/colour-cosmetics-in-portugal/report.