

# Colour Cosmetics in the Philippines

April 2024

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Colour cosmetics sees dynamic performance alongside return of busy lifestyles

Lip and cheek tints are valued for their versatility and long-lasting properties

Competition intensifies, as local brands raise their profile

#### PROSPECTS AND OPPORTUNITIES

Premium brands are expected to look to expand their presence, alongside rising disposable incomes

E-commerce will play a key role in generating demand, but bricks-and-mortar stores will remain important

Home-grown brands will gain a stronger foothold in the market by tailoring their products to the needs of local consumers

#### CATEGORY DATA

Table 1 - Sales of Colour Cosmetics by Category: Value 2018-2023

Table 2 - Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 4 - LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 5 - LBN Brand Shares of Eye Make-up: % Value 2020-2023

Table 6 - LBN Brand Shares of Facial Make-up: % Value 2020-2023

Table 7 - LBN Brand Shares of Lip Products: % Value 2020-2023

Table 8 - LBN Brand Shares of Nail Products: % Value 2020-2023

Table 9 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 10 - Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 11 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

## Beauty and Personal Care in the Philippines - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### MARKET DATA

Table 12 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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