



# Colour Cosmetics in Spain

April 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

“Indulgence” spending drives growth in colour cosmetics  
TikTok trends help to attract the attention of younger generations  
L'Oréal maintains its lead, while TikTok and celebrity endorsements attract attention for smaller brands

### PROSPECTS AND OPPORTUNITIES

Short-term economic uncertainty will dampen potential sales, but strong baseline demand will remain  
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