



Euromonitor
International

Colour Cosmetics in Slovakia

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

INDUSTRY PERFORMANCE

- Steady Consumer Spending and Rising Lifestyle Integration Drive Value Growth
- Market Hybrid Makeup Leads Value with Multifunctional Innovation
- Asian Beauty Influence and Ai Tools Boost Engagement
- Chart 1 - Asian Beauty Influence Grows in Slovak Colour Cosmetics Market
- Chart 2 - Value Sales 2020-2030
- Chart 3 - Volume Sales 2020-2030
- Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

- Premium Brands to Enhance Growth by Blending Skincare and Digital Innovation
- Mass Brands to Sustain Volume through Affordability and Trend Responsiveness
- Shifting Consumer Preferences and Digital Engagement to Redefine Competition
- Chart 5 - Forecast Value Sales 2020-2030
- Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

- Leading Players Strengthen Dominance through Innovation and Distribution
- Emerging and Digital-First Brands Seize Growth through Niche Appeal
- Chart 7 - Company Shares 2025
- Chart 8 - Brand Shares 2025

CHANNELS

- Health and Beauty Specialists Dominate Value Sales
- Online Retail Expands Rapidly, Driven by Digital Innovation and Specialist Growth
- Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

- Chart 10 - Economic Context for Colour Cosmetics
- Chart 11 - Real Gdp Growth 2020-2030
- Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

- Chart 13 - Consumer Context for Colour Cosmetics
- Chart 14 - Population 2020-2030
- Chart 15 - Consumer Expenditure 2020-2030
- Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Slovakia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Slovak Consumers Drive Value Growth through Selective Premiumisation and Digital Engagement

Chart 17 - AI-Driven Discovery Redefines Beauty and Personal Care Shopping

Skin Care Leads Value with Multifunctional, Science-Backed Premiumisation

Health and Beauty Specialists Leverage Longevity and Lifestyle-Driven Premiumisation

Chart 18 - Lifestyle-Driven Beauty Accelerates Premium, Routine-Led Consumption

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Slovak Consumers to Drive Selective Premiumisation Amid Cautious Spending

Skin Care to Lead Value Growth While Colour Cosmetics Expands Fastest

Science-Led Innovation and Digitalisation to Reshape Consumer Preferences and Business Models

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Dominance Amid Rising Challenger Momentum

Strategic Acquisitions and Niche Innovations Reshape Market Dynamics

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Maintain Dominance

Retail E-Commerce Accelerates Growth with Education and Niche Product Focus

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Beauty and Personal Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Beauty and Personal Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

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