

Face Colour Cosmetics - UK - July 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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"Strong growth continues within the sector, which is expected to be worth £1.44 billion in 2015; a rise of 8% on 2014. Sales of prestige products continue to fare well, boosting the overall market, though the prevalence of budget brands has also helped encourage experimentation and increase product repertoires."

Roshida Khanom, Senior Personal Care Analyst

This report looks at the following areas:

- Older women are still largely uncatered for
- Advertising scepticism is high
- Low price drives experimentation, but could polarise the market

The UK retail make-up of the face colour cosmetics market is defined as all colour cosmetics for women. This represents three categories:

Face make-up:

foundation, blushers, illuminators, face-bronzing lotions, creams and powders, loose and pressed powders, and mineral powders. Although BB and CC creams can incorporate brands not necessarily solely confined to face make-up, a market estimate is included and treated as part of this market. Usage of BB and CC creams is also considered in the consumer research sections of this report.

Eye make-up:

eye shadows, eyeliners, eyebrow pencils, kohl and mascara, mineral powders.

Lip make-up:

lipstick, lip glosses, lip pencils, lip plumpers, pots and palettes.

Within this report, the total market will be referred to as the colour cosmetics market, and each segment will be referred to separately.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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- Retaining older women is key to ensuring growth
- Working women present opportunities
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- Retailers are innovating in the shopping experience

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Usage of Colour Cosmetics

Wrinkles and pale skin deterring older women from using make-up

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