

Colour Cosmetics - UK - July 2016

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“New products, beauty bloggers and innovative campaigns will all ensure sales in the colour cosmetics market remain buoyant in 2016. Women are engaged in the market, browsing stores and reading marketing communications. Understanding the needs of demographic groups, such as traditionally minded seniors and ethnically diverse Millennials, presents an opportunity to strengthen sales.”
– Charlotte Libby, Senior Beauty Analyst

This report looks at the following areas:

- Growth in tween audience can be beneficial for colour cosmetics
- Mature women hold commercial opportunity

The colour cosmetics market continues to be one of the strongest-performing BPC (Beauty and Personal Care) sectors, posting 8.2% sales growth from 2014-15 to £1.72 billion. In 2016, an engaged consumer base with immediate access to tutorials and advice from bloggers are expanding their product repertoires with newer techniques such as contouring, colour correcting and strobing, increasing growth potential.

NPD (New Product Development) has fuelled the success of prestige brands in the sector, with value sales growing at almost twice the pace of the mass market. Addressing key make-up frustrations such as colour matching, long-lasting formulae and skincare properties will see sales strength continue in the market.

Consumer research in this Report examines the purchasing of and attitudes towards base and point colour, as well as brand preferences and common make-up frustrations.

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DID YOU KNOW?

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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The Market – What You Need to Know

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- Strong growth remains
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- Face products dominated advertising spend in 2015

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Eyeshadow palettes over singles

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Browsing is a hobby

Assisted buying important

Strength of prestige is innovation

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Young women struggle to match skin

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Abbreviations

Consumer research methodology

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