

Colour Cosmetics - UK - May 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The colour cosmetics category continued to show strong sales performance in 2017, with the mass-market and prestige sectors both faring well. Women’s buying behaviours show an increase in the purchase of lip gloss and liquid foundations, driven by NPD and beauty trends.”
– **Roshida Khanom, Associate Director BPC**

This report looks at the following areas:

- **The wide definition of 'natural'**
- **Technology still poses opportunities**

The colour cosmetics category continues to show strong sales performance year on year, with a rise in value in 2017 taking the category. Both the premium and mass-market segments fared well in 2017 as women invested in products at both ends of the price spectrum.

Women show high interest in technology to aid the shopping experience, some wanting to see augmented reality mirrors in store and others interested in using chatbots. However, despite the availability of such tools, usage remains low suggesting opportunities for brands to raise the awareness of these digital solutions.

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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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