

Color Cosmetics - US - July 2013

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“Sustaining stronger rates of growth in the color cosmetics category will rely on new product innovation as well as the utilization of technology and expanded education efforts to help women better navigate this sometimes overwhelming category.”

-Shannon Romanowski, Beauty & Personal Care Analyst

In this report we answer the key questions:

- How can the color cosmetics category be easier to navigate, ultimately encouraging increased usage?
- What are the opportunities to increase usage of color cosmetics among older women?
- What impact is multifunctional makeup having on the category?
- What role will technology play in helping women engage with the color cosmetics category?

The color cosmetics category has grown slowly between 2008 and 2013 due to tough economic conditions combined with the highly crowded and competitive nature of the category. The category relies heavily on new product activity to drive sales, but this strategy can lead to a cluttered marketplace and encourage women to swap out current products to try new launches, instead of making incremental purchases. Multifunctional makeup could also be hindering category growth, as these products lead women to do more with less, potentially to the detriment of the category.

However, women are engaging with makeup and express interest in trying a variety of tools to better help them navigate the category. Online tutorials, beauty box subscriptions, and mobile apps are just some ways that brands and retailers can educate and inform women about products and trends. In addition, improved performance and ease of use claims garner high levels of interest, particularly among older women who remain an emerging and lucrative segment.

This report explores category dynamics including an analysis of sales and market share trends by retail channel and brands, an examination of marketing strategies and social media efforts, and exclusive Mintel consumer research into usage, behaviors, attitudes, and new opportunities concerning the color cosmetics category.

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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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