

Colour Cosmetics - UK - July 2013

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Consumers are continually looking for ways to save time. Growth opportunities for colour cosmetics products lie in creating products which are quicker and easier to use to appeal to modern women.”

– Charlotte Libby, Household and Personal Care Analyst

In this report we answer the key questions:

- How will employment levels in the UK affect the colour cosmetics markets?
- What are the emerging new product claims in 2013?
- How can BB creams command a daily use?
- How can the make-up sector offer more convenience?

Colour cosmetics retain their high penetration thanks to the importance placed on maintaining an attractive appearance. The market was valued at £1.43 billion in 2012 with further growth of 2% expected in 2013.

While all sectors of the market saw growth, certain products such as nail polish and foundation performed better than others thanks to a host of innovation, whilst lipstick also continued to grow due to the increasing emergence of anti-ageing claims to appeal to its older user base. For the first time value sales of nail polish have exceeded those of lip colour cosmetics, marking a growing consumer interest in the product and the self-expression it allows. BB creams garnered interest from young, experimental women and those looking to save time in their beauty regime, but have yet to become a make-up bag staple for the vast majority of women.

Product developments in the category focus on harnessing an ageing population's interest in maintaining a youthful appearance with product claims including anti-ageing and brightening/illuminating seeing a pronounced increase.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
oxygen@mintel.com

DID YOU KNOW?

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