

Colour Cosmetics - China - September 2013

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"There is great opportunity to convert millions of non-users in the lower tier cities and rural areas, at the same time, the country's middle classes is spurring demand for discretionary spend items. Their soaring purchasing power provides the greatest long-term potential for growth."

— Wenwen Chen, Research Analyst

This report looks at the following areas:

- What is their spending power on colour cosmetics products and each sub category?
- Following the success of BB cream, consumers are looking for products with multifunctional products. Will this trend remain whether major players have new product development that focuses on integrated functions/purposes in the pipeline?
- What are the dynamics of channels of purchase?
- How ready are China's consumers for the latest digital technology when it comes to cosmetics?
- How sophisticated are Chinese women in terms of wearing make-up?

The report covers the retail market for women's colour cosmetic products. Market value is based on sales through all retail channels (including direct to consumer), but excludes the professional sector (eg Spa, Beauty Salon).

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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