

Colour Cosmetics - China - July 2016

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“China’s colour cosmetics market is still an emerging market where most users’ routines are not fixed. Daily make-up wearers’ numbers have declined compared to 2015. Therefore, converting non-make-up wearers or irregular make-up wearers into regular make-up wearers is more important than up-trading regular users.”
Wenwen Chen, Senior Beauty and Personal care Analyst

This report looks at the following areas:

- Maximising reach and awareness
- Innovation on customised products fit for different skin tones
- Cluttered media landscape requires more creativity and honesty

This Report explores Chinese women’s make-up routine; changes in make-up routine; general usage habits of face, eye and lip categories; their buying attitudes; buying motivations in different categories; and their attitudes towards different ways of communication.

Products covered in this Report

Colour cosmetics included in the consumer survey

- Foundation primer
- BB cream
- CC cream
- Foundation
- Face powder
- Concealer
- Blusher
- Mascara
- Eyeliner
- Eyeshadow
- Eyebrow definer
- Lipstick/lip gloss.

Colour cosmetics included in market sizing

This market covers eye, face, lip and nail colour cosmetics for women. It excludes nail varnish remover, medicated products including lip salves and cosmetic hardware such as false eyelashes and nails.

Market size comprises sales through all retail channels including direct to consumers. It does not cover sales in the C2C (Consumer to Consumer) market (eg WeChat or Taobao).

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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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- Value growth remains strong
- Lipstick is leading the growth
- AmorePacific is the biggest winner since 2013

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