

Color Cosmetics - US - August 2016

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"The trend-driven market can cause sales to be unpredictable, with shifts in types of make-up/application strategies dependent on the current must have make-up item or look. Inclusion of value-added benefits through hybridization of skincare/cosmetics and integration of technology will positively influence market performance."

- Margie Nanninga, Beauty & Personal Care Analyst

This report looks at the following areas:

- Color cosmetics market experiences growth in light of current trends
- Aging population presents challenges
- Routine consumer behavior stifles growth

For the purposes of this Report, the color cosmetics market has been defined as follows:

- Eye cosmetics – eye shadow, eyeliner, eyebrow pencils, mascara; false eyelashes and adhesives
- Facial cosmetics – foundation, facial powder, concealer, blush/blusher, bronzer
- Lip cosmetics – lipstick, lip gloss, and lip liners

Also included within facial cosmetics are multiuse products including foundation with skincare benefits, BB (beauty balm) creams, and CC (color corrective) creams, although sales of these products are not broken out as a separate segment in the market size.

Excluded from the scope of this Report:

- Nail care products and nail accessories. This market is covered in Mintel's Nail Color and Care – US, January 2016.
- Body cosmetic products

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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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