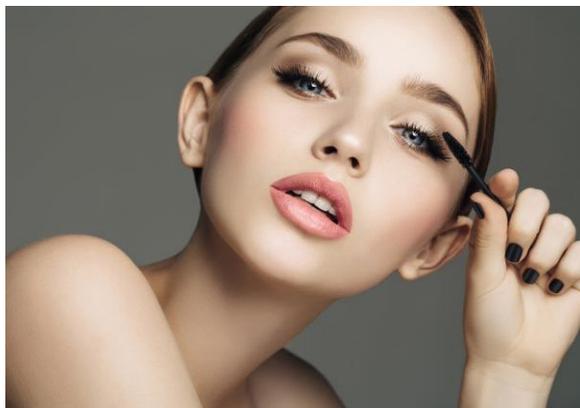


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“The colour cosmetics category continues to show strong year-on-year growth, although this is being driven by trends rather than innovation. Indeed, NPD has shown an overall decline since 2014 whilst purchase is up. Whilst diversity has been a key theme in advertising, there is still a way to go before this is reflected in NPD, which could offer further growth to the sector.”

– **Roshida Khanom, Associate Director – BPC**

This report looks at the following areas:

- Diversity is the colour of the season
- A category that is trend led rather than innovation led

For the purposes of this Report, Mintel has used the following definitions:

- **Face make-up:** foundation, concealer, face powder, BB/CC cream, tinted moisturiser, blusher, bronzer, primer, highlighter, colour correctors, contouring products.
- **Eye make-up:** mascara, eyeliner, eyeshadow, eyebrow products, false eyelashes.
- **Lip make-up:** lipstick, lip gloss, lip liner, tinted lip balm.
- **Nail make-up:** nail polish, gel/UV nail polish, false nails.

Within this Report, we also discuss base colour and point colour make-up. Base make-up refers to products for the face that create an even cover for the skin; primarily foundation, concealer, BB/CC creams and face powder. By contrast, point colour refers to make-up products that are designed to draw attention to specific areas, such as eye, lip and nail make-up.

Excluded

Nail care products (eg cuticle cream, buffers and French manicure) are excluded. Body glitter products and instant tanning products are also outside the scope of this Report.

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