

Colour Cosmetics - Lip - China - May 2018

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“When it comes to lip colour cosmetics, Chinese consumers, especially young women, are trend-driven. In the past few years, their purchase cycle has sped up to follow the evolving trends. More sophisticated consumers, such as Mintropolitans, desire genuine innovations rather than just new colours, signifying the importance of product innovation.”

– Alice Li, Senior Research Analyst

This report looks at the following areas:

- It is a colour/shade-led category
- Time for more liquid lip colour
- The young are driven by trend instead of innovation

While China's colour cosmetics market is far from saturated and growing at a fast pace, lip colour cosmetics are causing a buying frenzy among Chinese women, used by up to 96% of make-up wearers. Market value is estimated to grow by 20% from 2017 and reach RMB 8,936 million in 2018.

This Report provides an overview of China's lip colour cosmetics market, and analyses Chinese women's favour of lip colour cosmetics, in terms of product usage, factors influencing product choice, purchase drivers, category frustrations and brand preferences, etc.

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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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