

Colour Cosmetics - UK - 2021

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This report looks at the following areas:

- The impact of COVID-19 on the colour cosmetics market.
- The value of individual segments and brand performance in 2020.
- Shifts in purchase of colour cosmetics and purchase behaviours in the last 12 months.
- Interest and expectations from clean makeup brands.
- Important factors when buying makeup.

The colour cosmetics category saw a 22% decline in value in 2020 as COVID-19 wiped out usage occasions, however, 45% of female makeup buyers continued to use makeup even when not leaving the house and 45% purchased a new product that they hadn't bought before, highlighting a willingness to experiment and purchase products even when social occasions have been limited.

COVID-19 has reduced usage motivations in the category, and accelerated the trend for simpler beauty routines. As consumers enter the next normal, routines are likely to remain simple, suggesting that multifunctional and easy-to-use products will have more appeal in colour cosmetics.

A threat to the category comes from the increased focus on skincare; 69% of female makeup buyers have focused more on their skincare rather than their makeup routine in the last 12 months. As women increase their skincare efforts, this reduces motivations to use makeup.

An opportunity in the category comes from aligning with skincare trends, particularly the clean skincare movement. 20% of female makeup buyers have purchased a clean makeup brand in the last 12 months, but 37% show interest in doing so. Skincare/makeup hybrid and free-from formulations will appeal, as well as advice on how to layer makeup on skincare.



“Colour cosmetics has seen significant disengagement largely due to the pandemic, with return to ‘normal life’ boding well for the category as the return of social occasions will impact usage behaviours. Long-term growth will come from aligning with key consumer trends.”

– Roshida Khanom, Category Director BPC

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