

## Make-up and Colour Cosmetics - China - November 2012

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"Make-up for women has a long history in China, tracing back to thousands of years ago. The traditional style of Chinese make-up for women is best exemplified in classic Beijing Opera, where both actors and actresses wear heavy make-up when they perform. However, since 1949, especially during the Cultural Revolution period between 1966 and 1976, make-up for women was condemned as decadent capitalism. It was not until 1978 when China started its economic reform and open door policy that make-up became popular again. Nowadays, the majority of Chinese women living in urban areas still do not wear make-up except for some special events, and if they do, they tend to do wear only a light covering. "

– Eileen Ngieng – Senior Research Analyst

### In this report we answer the key questions:

- How do consumers transition from traditional make-up and colour cosmetics to Western, Korean and Japanese make-up and colour cosmetics application? How important is personal image and will cultural perceptions convert consumers to using Western, Korean and Japanese brands and products?
- What are the top factors considered by consumers when purchasing make-up and colour cosmetics products and what are the ingredients that consumers want? What has the Chinese government's involvement in the market been, and what have brands done to fulfil consumers' demands in the market, and what else can be done?
- How have the different brands positioned themselves in the fragmented make-up and colour cosmetics market? What are the opportunities and obstacles in the brand strategies and activities currently used by the make-up and colour cosmetics companies in targeting the Chinese?
- What kind of premiumisation strategies can be used to stimulate growth in the make-up and colour cosmetics market? What else can brands do to allow consumers a better chance of exploring and understanding make-up and colour cosmetics?

Make-up and colour cosmetics covers eye, face, lip and nail colour cosmetics for women. It excludes nail varnish remover, medicated products including lip salves and cosmetics hardware such as false eye lashes and nails.

- Lip: This comprises colour/gloss and liners
- Face: This comprises blushes, bronzers, concealers, foundation, powder and primers
- Eye: This comprises brow, lash/mascaras, liner/pencils and shadow products
- Nail: This comprises nail polish/varnish (including clear)/enamel.

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