

Colour Cosmetics - UK - July 2014

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"As trends and behaviours continue to evolve in the colour cosmetics market, opportunities arise for brands to appeal to new consumers including older women, as well as inspiring a higher spend per product with technological advancements such as 3D printing and individually tailored products."

– Charlotte Libby, Senior Beauty Analyst

This report looks at the following areas:

- Technological innovations boost customised and tailored products
- The mature beauty consumer presents new areas of opportunity
- Savvy shopping restricting further sales growth

Retail value sales of colour cosmetic products increased in 2014, representing a deceleration in growth rate when compared to 2013. However, rather than a decline in product usage, this fall in revenue can be attributed to the increase in savvy shopping behaviours, such as switching to online or discount retailers, or conducting price comparisons online. As fashion trends continue to shape the beauty markets, eyebrow, nail and primer products have seen particular sales strength.

As the UK population continues to age, appealing to this age group will become essential for beauty brands to continue the pace of growth in the market. Brands such as NARS and E.L.F are exploring older brand ambassadors in their promotional activities, while the exploration of anti-ageing claims in colour cosmetics is becoming more prolific.

Consumer research in this report examines trends in product usage, as well as attitudes towards point and base colour cosmetics, and brand price point preferences.

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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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