

Colour Cosmetics - China - September 2014

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"Given consumers' repertoire behaviour in colour cosmetics, there is a high possibility they use several products at the same time or switch brands very often. Therefore, brand awareness is still important, even if shoppers do not think about one brand frequently."

– Wenwen Chen, Research Analyst

This report looks at the following areas:

- How to counter consumer's fading loyalty to one brand
- How to create new looks
- How to convert non-users
- Can BB cream replace moisturiser?

Make-up brands need to innovate, renovate and promote throughout the year, while portfolio management is essential. Brands need to maximise the value of their "hero" products while eliminating ineffective advertising of poorly-performing SKUs.

Considering most consumers wear make-up occasionally brands need to continuously create visual content that associate with a specific occasion: one minute daily fresh-up, three minutes touch up for office lady, 10 minutes for party look, or 20 minutes for a date.

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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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