

Colour Cosmetics - China - July 2017

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“There is strong consensus that using make-up is a useful technique to boost confidence and at the same time to show respect for others. Particularly for middle-age women in their 30s and mums, being a charming individual with independence and maturity drives them to wear make-up every day. This is a powerful message that brands can use to encourage colour cosmetics usage.”

– **Jessica Jin, Associate Director of Research**

This report looks at the following areas:

- Opportunities in developing multi-use products for an everyday look
- What brands should do in an influencer-led category?
- The rise of domestic brands

The colour cosmetics category is growing faster than the overall BPC (beauty and personal care) market, although its market share is still small. The promising momentum is still driving both international brands and local brands to continuously make efforts and at the same time is attracting brands from other categories to expand their business into colour cosmetics.

45% of consumers have bought colour cosmetics online without product trial, suggesting the important influence of beauty 'blogebrity' in encouraging consumers to buy colour cosmetics. Even so, family members/friends are still the ones who have the biggest influence.

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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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Table of Contents

Overview

- What you need to know
- Covered in this report
- Excluded
- Subgroup definitions (by Monthly Household Income)
- Subgroup definitions (by Monthly Personal Income)

Executive Summary

- The market
- Growth exceeding overall BPC
 - Figure 1: Best- and worst-case forecast of total value sales of colour cosmetics market, China, 2012-22
- Lipsticks are leading the category growth
 - Figure 2: Share of value sales of colour cosmetics market, by segment, China 2012-16
- Companies and brands
 - Figure 3: Market share of top ten colour cosmetics companies, China, 2015-16
- The consumer
- Fewer 30-39-year-olds wear make-up, but wearers are frequent users
 - Figure 4: Use of make-up, April 2017
- More than 20% of 20-29-year-olds have used every type
 - Figure 5: Product usage, April 2017
- Lipstick works as the most essential product for all make-up looks
 - Figure 6: Essential products, by attention to base/point make-up result, April 2017
- Chinese brands before Korean brands
 - Figure 7: Brand preference, by product type, April 2017
- Natural style is on the top of mind
 - Figure 8: Ideal make-up style, word cloud, April 2017
- As high as 45% of consumers will buy make-up without trial
 - Figure 9: Purchase habit, April 2017
- Family/friends' influence is still the most powerful
 - Figure 10: Influencer in colour cosmetics purchase, April 2017
- As a way not only to boost confidence, but also to respect others
 - Figure 11: Attitudes towards make-up, April 2017
- What we think

Issues and Insights

- Opportunities in developing multi-use products for an everyday look
- The facts
- The implications
 - Figure 12: Taxi with on-the-go beauty bar, Singapore, 2017

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What brands should do in an influencer-led category?

The facts

The implications

The rise of domestic brands

The facts

The implications

The Market – What You Need to Know

Enthusiastic about colour cosmetics continues

Potential to obtain more users and higher frequency

Lip make-up shows the biggest growth

Market Size and Forecast

Growing faster than BPC overall

Figure 13: total value sales of the colour cosmetics market and overall BPC, China, 2014-17 (est)

Figure 14: Best- and worst-case forecast of total value sales of colour cosmetics market, China, 2012-22

Market Drivers

Great attention to self-appearance

Preference for nude look drives use of base make-up every day

Figure 15: Illustration of Korean and American makeup, 2016

As a behaviour of respecting others

Photoshop/beauty app cannot replace wearing make-up

A category pushed further by KOL

Market Segmentation

Lipsticks set as star performer in the past three years

Figure 16: Annual value growth rate of colour cosmetics market, by segment, China, 2013-16

Key Players – What You Need to Know

Category growth mainly from masstige brands

New marketing tools thrive

Multi-use make-ups have potential to develop

Market Share

Masstige brands lead the growth

Figure 17: Market share of top ten colour cosmetics companies, China, 2015-16

Amore Pacific Group

Figure 18: LANEIGE Beauty Mirror app, 2017

Carslan Group

Figure 19: Carslan brand speciality store, Guangzhou, China, 2016

Marie Dalgar

Figure 20: Product screen of Marie Dalgar in Sephora online store, China, 2017

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Potential competition from skincare brands

Figure 21: Advertisement of SanSheng Blossom lipstick, China, 2017

Competitive Strategies

Pop-up stores to elevate brand experience

Figure 22: Chanel Coco pop-up café, Shanghai, China, 2017

Figure 23: Yves Saint Laurent pop-up yacht, Shanghai, China, 2017

Emerging impact via live streaming

Involve consumers in design

Figure 24: Innisfree bespoke cushion puff, China

Figure 25: iPhone screen of MATCHCo APP, 2016

Who's Innovating?

China vs developed countries

Figure 26: Key products in new colour cosmetics launches, by China, Japan, South Korea, US and UK, 2016

Trends in the China market

Figure 27: Key products in new colour cosmetics launches, China, 2015-16

Base make-up: tone-up cream makes a hit

Figure 28: Tone-up cream, South Korea and China, 2016-17

Base make-up: essence cover pact makes its debut

Figure 29: Age 20's essence cover pact VX, South Korea, 2017

Base make-up: sponge innovation

Figure 30: Marie Dalgar bouncy red ginseng essence beauty cream

Point make-up: tattoo effect gets popular

Figure 31: Giorgio Armani lip magnet liquid lipstick, China, 2016

Figure 32: Clio professional kill brow tinted tattoo, South Korea, 2016

Point make-up: cushion moving beyond BB/CC cream

Figure 33: Tony Moly inked gel cushion eye liner, South Korea, 2016

Figure 34: Dior gradient lip shadow duo powdery matte finish, UK, 2017

Multi-use

Figure 35: Multi-use of base make-up, South Korea, 2016

Figure 36: Multi-use of point make-up, US and France, 2017

Packaging: exquisite design

Figure 37: Lancôme la rose à poudrer iridescent blush highlighter, UK, 2017

Figure 38: LADURÉE face and body powder, Japan, 2017

Technology: helping consumers find the right colour

Figure 39: No7 Match Made App, 2016

The Consumer – What You Need to Know

30-39-years-olds have the highest usage frequency

Mums wear make-up more than singles

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Product preferences have not changed much in the last two years

Lipstick is essential no matter what kind of make-up look

Chinese brands are most often used

Natural look gains popularity

Buying without trial is not rare, particularly for younger consumers

Influencers

Use of Make-up

Who is more likely to wear make-up?

Figure 40: Use of make-up, April 2017

Income is a less important factor

Figure 41: Use of make-up, by age and monthly personal income, April 2017

Consumers in their 30s more likely to wear make-up every day

Figure 42: Habit of using make-up, April 2017

Mums are more engaged in the category than others

Figure 43: Use of make-up and habit of using make-up, by marital status, April, 2017

Product Usage

Product preference remains almost the same

Figure 44: Top five used products, China, 2015-17

Lipstick/lip gloss and BB/CC cream have the largest base of audience

Figure 45: Product usage, April 2017

55% of 20-29-year-olds have used over ten types of make-up

Figure 46: Repertoire of product usage, by age, April 2017

Concealer appeals to younger women...

Figure 47: Product usage, all and by age (benchmark against all), April 2017

... which can also be explained by their greater attention to base make-up

Figure 48: Attention to make-up result, April 2017

High earners show interest in niche products

Figure 49: Product usage, by monthly personal income, April 2017

Essential Products

Lipstick demonstrates its unshakable leading position

Figure 50: Essential products, April 2017

Because it is essential for either type of make-up result

Figure 51: Essential products, by attention to base/point make-up result, April 2017

Eye colour make-up is more expendable

Figure 52: Essential products vs P6M product usage, April 2017

High earners show less interest in multi-use than other people

Figure 53: Preference of make-up steps, by monthly personal income, April 2017

Brand Preference

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Chinese brands enjoy similar level of consumer preference as South Korean brands

Figure 54: Brand preference, by product type, April 2017

Women in their 40s buy Chinese brands most

Figure 55: Preference for Chinese brands, by age, April 2017

Ideal Make-up Style

Natural style most wanted

Figure 56: Ideal make-up style, April 2017

Graceful and exquisite styles appeal to mature women and mums

Figure 57: Ideal make-up style, by age and family status, April 2017

Young women pursue a fresh look

Figure 58: Top ideal make-up style, by age, April 2017

Nude look is more appealing to 20s

Figure 59: Preference of make-up style, April 2017

Usage Habit

45% will buy without trying on the product

Figure 60: Purchase habit, April 2017

Beauty 'blogebrities' cover the role of product trial

Figure 61: Influencer, by buyer with and without trial before purchase, April 2017

More high earners have the habit of re-application

Figure 62: Habit of re-applying make-up, by monthly personal income, April 2017

Eyelash extension not reducing the usage of mascara

Figure 63: Product usage, by usage of eyelash extensions, April 2017

Influencer

Friends' advice outweighs that of bloggers and celebrities

Figure 64: Influencer, April 2017

High earners more influenced by celebrities

Figure 65: Influencer, by low and high monthly personal income (low earner as benchmark), April 2017

Listen to fitness celebrities about make-up during exercise?

Figure 66: Influencer, by wear make-up or not when doing exercise, April 2017

Attitudes towards Make-up

Photoshop isn't a real threat

Figure 67: Attitudes towards make-up, April 2017

Mums need more recognition than singles

Figure 68: Agreement with selected attitudes towards make-up, by family status, April 2017

Meet the Mintropolitans

Mintropolitans tend to be regular users and prefer a delicate look

Figure 69: Habit preference of using make-up, by consumer segmentation, April 2017

Yet they value the effect of PS

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Figure 70: Agreement with the attitudes towards make-up, by consumer segmentation (Non-Mintropolitans as benchmark), April 2017

Mintropolitans trust blugebrity even more than Non-MinTs

Figure 71: Influencer, by consumer segmentation (Non-Mintropolitans as benchmark), April 2017

Appendix – Market Size and Forecast

Figure 72: total value sales of colour cosmetics market, China, 2012-22

Appendix – Segmentation

Figure 73: Value sales of colour cosmetics market, by segment, China, 2012-16

Figure 74: Value share of colour cosmetics market, by segment, China, 2012-16

Figure 75: Annual value growth rate of colour cosmetics market, by segment, China, 2012-16

Appendix – Word Cloud in Mandarin

Figure 76: Ideal make-up style, word cloud in Mandarin, April 2017

Appendix – Methodology and Abbreviations

Methodology

Fan chart forecast

Abbreviations

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