

Color Cosmetics - US - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Despite a slowdown, color cosmetics continues to post growth, with facial cosmetics still commanding the highest consumer spend."

- Alison Gaither, Beauty & Personal Care Analyst

This report looks at the following areas:

The popularity of the no-makeup look continues to be on-trend, with consumers seeking skincare-based formulas to boost radiance. Lastly, Black women are a key market, as the inclusivity movement encourages product trial in segments in which Black women are normally disengaged.

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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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