

Colour Cosmetics - Eye and Eyebrow - China - June 2018

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“Eye and eyebrow colour cosmetics are usually harder to apply and require more make-up techniques to create a delicate look, highlighting the importance of NPD (New product development) in easy-to-use products in this category. Eyeshadow holds the greatest growth potential, supported by consumers’ growing interests, make-up trends led by beauty bloggers and strong launch activities.”

- Alice Li, Senior Research Analyst

This report looks at the following areas:

- **Prestige brands need to make a push**
- **How can make-up removers go hand in hand with colour cosmetics?**
- **Mature women hold more potential**

The eye and eyebrow colour cosmetics market continues to show strong performance. The prospect of the next five years is likely to be bright, as Chinese women are developing more sophisticated make-up habits and beauty bloggers spare no effort to create make-up trends and introduce new products, which keeps enticing consumers to make new purchases.

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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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