

## Colour Cosmetics - China - June 2019

Report Price: £3302.97 | \$4460.00 | €3717.16

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“When targeting a face base make-up product at women aged 30 or above, the feature ‘have benefits on skin appearance’ is listed as the most important feature to have.”

– Anne Yin, Associate Research Analyst

This report looks at the following areas:

- Invisible price competition in lipsticks
- Building the new nude look
- Enhance the adoption of eye shadow palette

The China colour cosmetics market is estimated to draw near to RMB40 billion by the end of 2019, with a projected CAGR 11.1% over the next five years. Both imported premium and domestic mass brands are thriving and have enhanced their reach both online and offline, increasing market competition. Educated by KOLs and product reviews, consumers are becoming savvier, and questioning the value of products that fall within their budgets.

51% of surveyed consumers have used more than five selected make-up products, although overall 64% of respondents prefer a nude look over a delicate finish. 59% of respondents say they tend to change their make-up styles to follow a trend, yet 69% of them still stick to buying plain and daily wearable colours.

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