

## Color Cosmetics: Incl Impact of COVID-19 - US - July 2020

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

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“COVID-19 has dramatically impacted the color cosmetic landscape. During the lockdown phase of the pandemic, the need/desire to wear makeup was mitigated as consumers limited their interactions outside of the home.”

- Clare Hennigan, Senior Beauty Analyst

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the color cosmetics market
- A COVID-19-induced recession will see consumers trade down
- Use of protective face masks creates opportunities for transfer-proof claims
- Incorporate wellness with “FUN-ctional” cosmetics

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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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