

# Color Cosmetics - US - 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the color cosmetics market.
- How brands are renovating offerings in response to new lifestyle needs.
- How the desire for convenience will shape the category moving forward.
- Social media and digital lifestyles impact on the color cosmetics market.

As the US emerges from the pandemic, consumers are returning to their cosmetic routines, helping the cosmetics category recover after its steep hit in 2020.

However, some lifestyle shifts that emerged over the past year are expected to stick, such as continued remote working/schooling and a larger focus on mental health. Changes to lifestyle create room for innovation. With more time at home and on camera expected to continue in some capacity, there are opportunities to bring cosmetics into the wellness space by further merging into skincare, and opportunities for cosmetic products geared for online use.



“After a steep hit in 2020, the category is beginning to pick back up as interactions outside the home increase and usage of protective face coverings subside. Pent-up demand and a desire for fun is helping to speed recovery.”

– **Clare Hennigan, Senior Beauty Analyst**

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