

# Color Cosmetics - US - 2022

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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 usage trends impact the color cosmetics market
- How category players are innovating to stand out from the competition
- What consumers want from the category and why

Although most women tend to stick to the same makeup looks, 37% agree that they like to experiment with bold/trendy makeup looks.

While price hikes due to inflation could lead some shoppers to trade down to less-expensive options, category players that are open and transparent with consumers about price increases could earn long-term loyalty.

31% of women say they're spending less money on makeup products compared to a year ago. This value-oriented approach to color cosmetic shopping will likely continue in light of heightened economic concern.

34% of women are interested in interacting with makeup products in virtual spaces; as consumers continue to look to elevate their shopping experience online expect to see more brands and retailers go the extra mile to create immersive and flexible virtual spaces that excite and entice consumers.



"After taking a steep hit in 2020 due to the COVID-19 pandemic, color cosmetic sales continue to pick back up, benefitting from the return of in-person events and less frequent usage of protective face coverings. Pent-up demand and current makeup trends are also helping to speed recovery."

– **Olivia Guinaugh, Senior Beauty & Personal Care Analyst**

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