

Color Cosmetics - US - 2023

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The impact of COVID-19, inflation and other external factors on consumer behavior and the color cosmetics market
- How category players target shifting consumer needs and desires
- Usage trends impacting the facial, lip and eye cosmetics segments
- Social media and shopping behaviors as they affect the color cosmetics market
- What consumers want from color cosmetics and why

74% of color cosmetic consumers believe that affordable products work just as well as premium ones, indicating an increasingly competitive landscape in which brands must justify their value.

Nevertheless, the market is predicted to proceed with resilience. Rising cost of living is expected to motivate some trade-down behavior, but this Report also finds evidence that premium products will still hold strong, particularly as consumers delay bigger-ticket luxuries while seeking out more affordable ones. Also expected to support the market is color cosmetic usage among men, particularly Gen Z and Millennial men, whose behaviors and attitudes signal untapped needs. The inclusion of this group in this Report is new compared to previous versions.

Overall declined usage presents a headwind, as the category delivers against interest in facial skincare claims, convenience and multi-functionality.

Continued opportunity exists to strengthen ties to physical and emotional wellbeing that consumers aspire to achieve.



“Overall color cosmetics usage has declined, challenged by time constraints, waning interest and the mainstay of hybrid lifestyles. That being said, the market is predicted to proceed with resilience as brands deliver against interest in facial skincare claims, convenience and multi-functionality.”

– **Joan Li, Senior Analyst – Beauty and Personal Care**

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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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