

Colour Cosmetics - Lip - China - 2023

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This report looks at the following areas:

- Market overview and forecast of China's lip colour cosmetics market.
- Competitive landscape and leading players in China's lip colour cosmetics market.
- Consumer attitudes towards colour cosmetics.
- Usage of lip colour cosmetics.
- Lip issues consumers would like to solve through lip colour cosmetics.
- Important features that can help lip makeup deliver a good skin sensation.

Apart from 16% of women who do not have lip issues, only 2% of lip makeup users do not think lip colour cosmetics can solve lip issues. This means consumers want to solve various lip issues with the help of lip colour products, especially dry and peeling lips, light lip colour, deep lip creases and no obvious lip crest. This provides a new battlefield for lip makeup brands to create solutions to lip issues beyond offering pleasant colours on lips.

However, consumers have shown a conservative attitude towards colour cosmetics usage and consumption. Compared to last year, more consumers have reduced makeup frequency, cut budgets on BPC categories and used fewer types of colour cosmetics. Although COVID-19 prevention and control policies were relaxed at the end of 2022, consumers continued intentional spending and shifted priorities to daily necessities. And the lipstick effect can't contribute a momentum during a difficult time for the economy as before. This tells us market recovery will be gradual.

In the future, consumers will continue to pursue high-quality lip colour products that integrate more advanced skincare benefits and deliver better skin sensations. Meanwhile, niche segments, such as lip liner, also have the potential to recruit more consumers if brands can conduct enough market education.



"In the context of intentional spending, lip colour cosmetics must prove their value by delivering better skin sensations, solving frustrating lip issues and conducting comprehensive market education. Meanwhile, brands can resonate with consumers by redefining natural makeup style under new ways of life."
 – Jane Chai, Senior Research Analyst

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