

Color Cosmetics - US - July 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“The color cosmetics category can be complex – the number of products, claims, and the introduction of multitasking formulas can overwhelm even the savviest of make-up users. As a result, women are looking for guidance from a variety of sources including both online and in-store.”

– Shannon Romanowski, Senior Beauty and Personal Care Analyst

This report looks at the following areas:

- Mass market is struggling
- Multi-benefit products stealing share from foundation, skincare
- Shoppers seek different benefits depending on product, lifestage

The color cosmetics category continues to be a solid performer. The trend-driven nature of the category has led to some sales volatility within segments, as lip cosmetics are currently the strongest performing segment after years of sluggish sales. The inclusion of value-added benefits and a surging prestige market are also benefiting overall category sales.

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DID YOU KNOW?

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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The issues

The implications: Offer spectrum of coverage, highlight new usage occasions

Shoppers seek different benefits depending on product, lifestage

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Key points

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