“New products, beauty bloggers and innovative campaigns will all ensure sales in the colour cosmetics market remain buoyant in 2016. Women are engaged in the market, browsing stores and reading marketing communications. Understanding the needs of demographic groups, such as traditionally minded seniors and ethnically diverse Millennials, presents an opportunity to strengthen sales.”

– Charlotte Libby, Senior Beauty Analyst

This report looks at the following areas:

- Growth in tween audience can be beneficial for colour cosmetics
- Mature women hold commercial opportunity

The colour cosmetics market continues to be one of the strongest-performing BPC (Beauty and Personal Care) sectors, posting 8.2% sales growth from 2014-15 to £1.72 billion. In 2016, an engaged consumer base with immediate access to tutorials and advice from bloggers are expanding their product repertoires with newer techniques such as contouring, colour correcting and strobing, increasing growth potential.

NPD (New Product Development) has fuelled the success of prestige brands in the sector, with value sales growing at almost twice the pace of the mass market. Addressing key make-up frustrations such as colour matching, long-lasting formulae and skincare properties will see sales strength continue in the market.

Consumer research in this Report examines the purchasing of and attitudes towards base and point colour, as well as brand preferences and common make-up frustrations.
What you need to know

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Young women struggle to match skin
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Growth in tween audience can be beneficial for colour cosmetics
The facts
The implications

The facts

Mature women hold commercial opportunity
The facts
The implications

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Strong growth remains
Expanding repertoires in the face segment
Lip colour set as 2016’s star performer
Online sales benefit from interest in niche brands
Tween audience expands
Ethnicity diversifying in the UK

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Lip innovation lifts
Face products dominated advertising spend in 2015
Campaigns get bigger and more experiential
Social media campaigns engage with consumers

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Contour and colour correct growing

Solids vs liquids

Lipstick over gloss

Eyeshadow palettes over singles

Over a third of women buy to treat themselves

Loyalty is strong in the base colour market

Browsing is a hobby

Assisted buying important

Strength of prestige is innovation
Young women struggle to match skin

### Buying Base Make-up

- Contour and colour correct growing
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### Buying Colour Make-up

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