

## Color Cosmetics - US - July 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The color cosmetics market is highly dependent on new product development, as inspired by trends in fashion and beauty. In 2019, total US retail sales for the color cosmetics market is expected to exceed \$11.1 billion. Most recently, as innovations in lower-priced offerings have gained traction, a slowdown in market growth occurred."

**- Shannon Romanowski, Director of Research**

This report looks at the following areas:

- **Cosmetic shopping tends to be routine-oriented**
- **Aging female population presents challenge for color cosmetics**
- **Category engagement improves without bump in spending**

The color cosmetics market grew at a rate of roughly 2.5% per annum from 2014-19, and a similar trajectory is expected to continue through 2024. The trend-driven nature of the market causes sales to be somewhat unpredictable, with shifts in segment performance dependent on what the current "must have" makeup item or look is. At present, trends toward clean beauty, inclusivity and hybridization/multifunction are propelling the market.

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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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SPF

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