

Colour Cosmetics - UK - May 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Value growth of colour cosmetics slowed down in 2018 as women showed evidence of reducing spend by purchasing products less frequently. With high interest in brands that have a cruelty-free as well as natural positioning, brands can encourage purchase by offering a more holistic proposition that benefits both the consumer and the planet.”

– **Roshida Khanom, Associate Director BPC**

This report looks at the following areas:

- Brands need to offer more
- Driving experimentation using price and online presence

Value growth for colour cosmetics slowed in 2018.

NPD in products claiming to prolong the wear of makeup, as well as an upwards trend in the purchase of primer, could be impacting frequency of purchase.

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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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Good for me and good for the environment

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