

## Colour Cosmetics - UK - August 2011

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“Make-up sales are brushing up nicely and maintaining growth despite the economic downturn. Colour cosmetics have the power to make women feel more attractive and to give them a confidence boost – significant deliverables from an often relatively inexpensive purchase. In today’s dour economic climate, it seems the ‘Lipstick Index,’ which today encompasses multiple colour cosmetics products, continues to ring true.”

– Bríd Costello, Senior Beauty Analyst

### In this report we answer the key questions:

- Is the “Lipstick Index” holding true in light of the credit crunch?
- What role does fashion play in the colour cosmetics category?
- How innovative is the category?
- Who wears make-up and how will demographic changes impact the category?
- Where and how do consumers shop for make-up?

### Definition

The UK retail make-up or colour cosmetics market is defined as all colour cosmetics for women. This represents four categories:

- Face make-up: foundation, blushers, illuminators, face bronzing lotions, creams and powders, loose and pressed powders, mineral powders
- Eye make-up: eye shadows, eyeliners, eyebrow pencils, kohl and mascara, mineral powders
- Lip make-up: lipstick, lip glosses, lip pencils, lip plumpers, pots and palettes
- Nail make-up: nail varnishes and polishes, hardeners and strengtheners, base and top coat.

Nail care products (eg cuticle cream, buffers, and French manicure) are excluded, as are nail accessories (eg false nails and nail implements). Body glitter products and instant tanning products are also outside the scope of this report. Duty-free sales are excluded from this report.

### Excluded

Value figures throughout this report are at retail selling prices (rsp) unless otherwise stated. Market sizes at constant 2011 prices are calculated using Mintel’s Chemist Goods deflator.

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**EMEA:** +44 (0)20 7778 7151  
**Americas:** +1 (312) 932 0600  
**APAC:** +61 (0)2 8284 8100