

Colour Cosmetics - UK - August 2012

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"The lipstick effect holds true, with women continuing to invest in their looks and treating themselves to little, affordable luxuries. Women might not have control over what happens with national economics, but they can take charge of their personal appearance."

– Alexandra Richmond, Head of Beauty and Personal Care

In this report we answer the key questions:

- Are colour cosmetics recession-proof?
- How can suppliers deal with the information overload today's consumers face?
- What part do ethics play in the make-up market?
- Who are core consumers?

In 2011, sales of colour cosmetics proved resilient in a recessionary climate, growing by a healthy 8% to total £1.38 billion. The market put on a dynamic performance in comparison to other beauty categories like haircare and bodycare, confirming the existence of the lipstick effect. Continued active new product development, an expanding consumer base and fashion trends were further supporting factors behind the value growth.

The UK retail make-up of the 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.

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