

Colour Cosmetics in the US

Market Direction | 2024-05-01 | 36 pages | Euromonitor

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Report description:

Colour cosmetics posted a healthy overall performance in 2023, seeing retail volume and current value growth, with premium colour cosmetics outpacing mass in terms of value growth. Lip products continued to clearly drive growth, with stickiness in consumer usage rates, innovative new launches, and TikTok helping maintain its growth momentum. According to Euromonitor's Voice of the Consumer: Beauty Survey, fielded June to July 2023, more US respondents were using lip liner, lipstick, and tinted l...

Euromonitor International's Colour Cosmetics in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Colour Cosmetics Sets/Kits, Eye Make-Up, Facial Make-Up, Lip Products, Nail Products.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Colour Cosmetics market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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COLOUR COSMETICS IN THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lip products continues driving sales momentum in 2023, but rising value hacking behaviour, like dupe culture, narrows the growth gap between mass and premium

Facial make-up sees a boom as players adapt to consumers' skinification demands

Skin care and colour cosmetics hybridisation is the new standard, with expectations that products will address consumers' skin sensitivities

PROSPECTS AND OPPORTUNITIES

Expansion of beauty assortments at retailers such as Target and Walmart to support the growth of colour cosmetics in the forecast period

New premium and luxury entrants expected, although price sensitivity will present challenges to overcome

Skin care considerations will be increasingly sought out in colour cosmetics, opening the door for competition from skin care

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