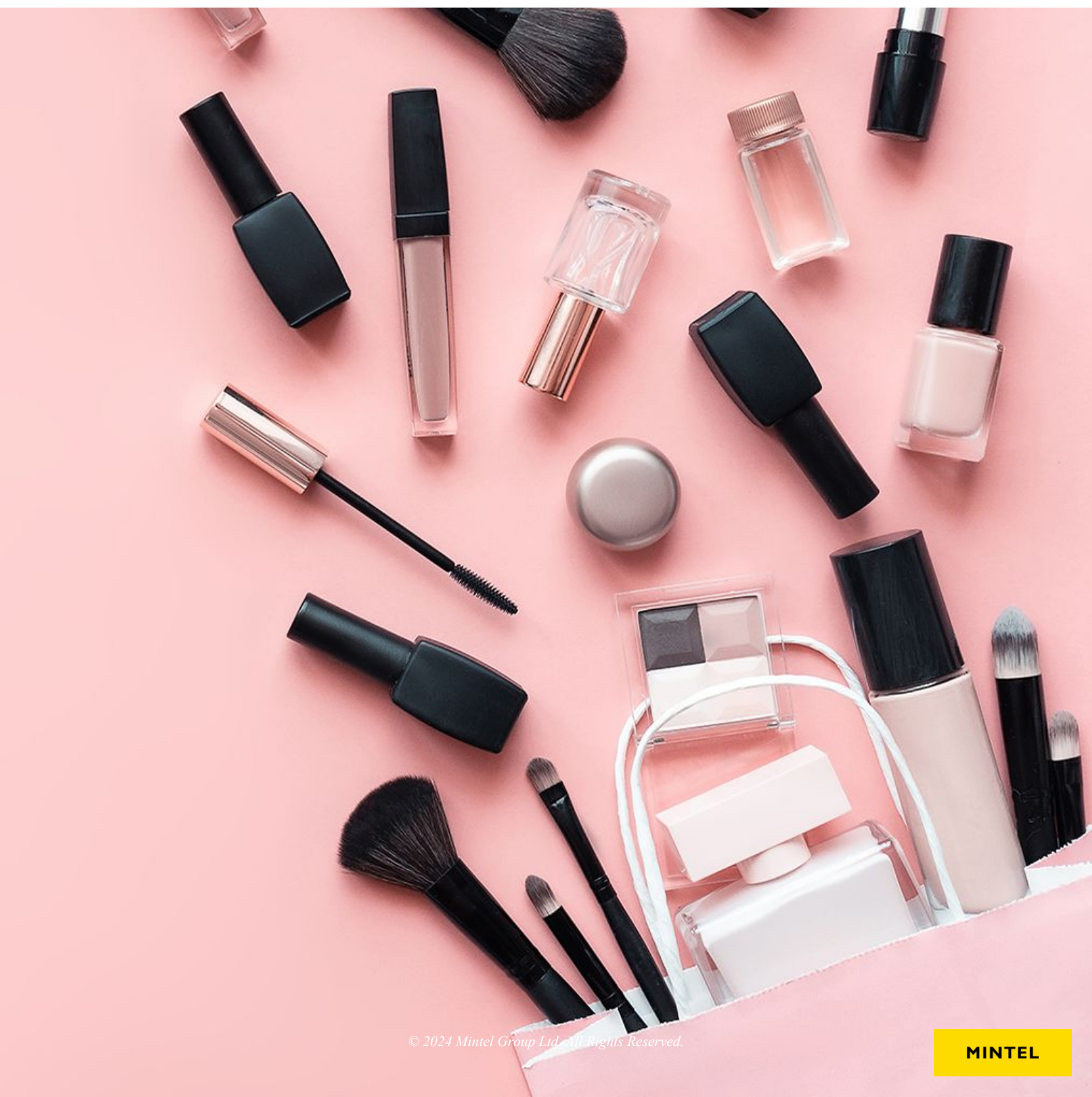


COLOUR COSMETICS – GERMANY – 2020

German consumers want it all for less – less time, effort and money. As women intend to maintain usual spend amidst the COVID-19 outbreak, brands must adapt online.



Heidi Lanschützer, Deputy
Research Director,
Germany



Report Content

EXECUTIVE SUMMARY

- Mintel's perspective

Market context

- Impact of COVID-19 on colour cosmetics
- Impact of COVID-19 on colour cosmetics
- Price erosion is impeding industry growth
- Systemic changes coming

Mintel predicts

- Better days ahead for colour cosmetics
- Colour cosmetics to resume growth in due time

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- Consumers want: intuitive products
- Consumers want: naturalness
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- Facial skincare sets tone across BPC
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- Downward price competition
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- Youth bias in base makeup misses opportunity
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- Perfect trinity of colour makeup
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- Single shadows just as relevant as palettes
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- Budget makeup is where the action is at
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- Desired product qualities
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- ...less waste will follow
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- Customisation is a unique quality
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- Give consumers a good conscience

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- Note on forecast in response to COVID-19
- Note on forecast in response to COVID-19

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Appendix - products covered, abbreviations and consumer research methodology

- Products covered in this report

Appendix - abbreviations

- Abbreviations

Appendix - research methodology

- Consumer research methodology
- TURF methodology

Appendix - TURF analysis

- TURF analysis

Appendix - market size and forecast - retail value sales

- Market size and forecast - value

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