Luxury brands are making their mark, male and female consumers are experimenting with makeup concepts, and shoppers signal the need to revamp in-store experiences.

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Luxury brands are making their mark, male and female consumers are experimenting with makeup concepts, and shoppers signal the need to revamp in-store experiences.

This report looks at the following areas:

• The effects of the cost-of-living crisis on the colour cosmetics market
• The purchase and use of colour cosmetics by category in the 12 months to June 2023
• Usage of and interest in select makeup concepts, with sustainable and customisable formulations taking the lead
• Barriers to makeup purchase, with financial concerns being prominent
• Attitudes towards colour cosmetics, which show that the in-store experience can be reconsidered
• Launch activity and innovation, which shows a need for an increase in convenience, skin protection and health benefit claims

Two years of surging prices and economic uncertainty have put a damper on consumer spending and financial confidence. However, the colour cosmetics sector has once again proven resilient, as makeup users turn to beauty to treat themselves with small luxuries.

Despite financial constraints, consumers are still willing to experiment with makeup. Celebrity launches are engaging, with more male than female makeup shoppers showing interest (64% vs 36%). Personalised products are particularly exciting, with 50% of makeup buyers and 63% of shoppers who buy pricier goods being interested in a formulation designed for them, an opportunity that luxury and premium brands in particular can tap into.
As the economy recovers in the next few years, retailers will have an ideal chance to rethink the in-store experience. 76% of makeup buyers have a preference towards self-selection, and 70% prefer to shop by product rather than by brand.

A major threat for the segment is that consumer confidence will take months, if not years, to catch up, which will impact spending. Price transparency and versatile formulations can offset that.

Men should not be overlooked, as 28% of them use face makeup and 15% nail makeup. What’s more, 27% purchase pricier products, and male BPC buyers under 35 are most likely to say that buying luxury products makes them feel good.
Report Content

Key issues covered in this Report
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EXECUTIVE SUMMARY
• The five year outlook for colour cosmetics

Market context
• First signs of economic recovery
• A balance between treat mentality and cautious spending persists

Mintel predicts
• Market size and forecast
• Easing of the cost-of-living crisis will bring an appetite for new products and concepts
• Sales growth of 14% is expected by 2028

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• Highlight quality and status to pique men’s interest
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- Recovery across all segments, mostly driven by inflation

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