

# THE FUTURE OF COLOUR COSMETICS: 2021

Expect brands to pivot their focus to online lifestyles and disrupt the makeup paradigm by further hybridising products and transcending existing territories.



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# Report Content



- The now, the next and beyond

## WHERE WE ARE RIGHT NOW

- Overview of innovation in the last year
- What we have seen

## IN THE NEXT TWO YEARS

- Mintel's perspective

### 'Skinimalism' will drive brand renovation and NPD

- Minimalist routines will help cater for conscious lifestyles
- Consumers need help to maintain their routine for better wellbeing
- Consumers' new conscious lifestyles can be leveraged
- Repeat purchase will be easier with quality staples
- Integration and promotion of new technologies can drive purchase of hybrids
- Consumers expect convenience
- Clean, eco-conscious claims will be at the forefront of the new nude
- 'Skinimalist' makeup: unlock the potential of these personas

### Digital-friendly colours will lead innovation

- More makeup products for online usage are needed
- Colours that elevate their on-screen look will resonate with consumers
- Launch dematerialised products and looks
- Deepfakes blur the line between digital and reality
- Usage of deepfakes increase the need for digital-friendly shades
- Colour and architecture create immersive digital experiences
- Immersive retail offers third places to digitally experience products
- Digital-friendly: unlock the potential of these personas

### The influencer landscape will gain more autonomy

- Influencers' integrity drives engagement
- Benefit from influencers' greater autonomy
- A more sub-cultural and collaborative approach can improve customer acquisition
- Direct conversations strengthen brand-consumer relationships
- From budget to prestige, trust will boost social commerce

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- China demonstrates commercial firepower of live stream
- Digital influence: unlock the potential of these personas

## IN FIVE YEARS AND BEYOND

### Consumers will look to boundary-breaking products for freedom of use

- Consumers want more freedom for self-expression
- Self-expression wins over perfection
- Inclusivity boosts launches that transcend genders
- Inclusivity will boost user creativity
- Unstructured play generates innovation potential
- Existing categories face reinvention
- Play will be integrated into personalisation strategies
- Breaking boundaries: unlock the potential of these personas
- Contributors

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