

THE FUTURE OF COLOUR COSMETICS: 2024

Fast-moving online trends and evolving beauty standards are influencing consumer behaviour. NPD can offer convenience and sensorial experiences to drive loyalty.



Clotilde Drapé, Global Beauty Analyst



Report Content



WHAT YOU NEED TO KNOW

- Where we are now
- Mintel recommends: in the next two years
- Mintel recommends: in five years and beyond

IN THE NEXT TWO YEARS

Drive simplicity by innovating for effortless routines

- Simplicity is key in new makeup routines
- Manage short attention spans online...
 - Graph 1: time spent per day on online platforms looking for beauty-related content, by adults 18-34, 2023
- ...and beware of short-lived social media trends
- Match product discovery to popular makeup trends
- Simplify the consumer journey to drive loyalty
- Expand convenience by offering time-saving formulas
- Position primers as a replacement for base makeup
- Create products that reduce the stress of lengthy routines
- Grow lip innovation to deliver soft natural lips
- Innovate in easy-to-use 'press-on' makeup
- Drive precision with tools and education
 - Graph 2: attitudes towards makeup tools, statements consumers agree more with, 2023
- Use tools to tackle hygiene concerns
- Integrate technology into makeup routines for long-lasting results
- Regional perspective: drive convenience to help achieve visible results

Capitalise on makeup's 'treat culture' to create new spending opportunities

- Use treat culture to re-engage consumers
 - Graph 3: makeup purchase behaviours, 2023
- Create an emotional connection with makeup by honing in on the senses
 - Graph 4: top factors that would encourage the purchase of premium/luxury branded BPC product, 2023
- Integrate mood-boosting elements to elevate makeup
- Bridge the mind-body connection with superfoods
- Value loyalty to create new spending occasions
- Expand into the super-luxe segment

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- Graph 5: colour cosmetics, skincare and fragrance launches with super-luxe beauty price positioning by average \$ per product, 2020-24
- Drive exceptional customer service and product quality to premium buyers
- Bring affordable luxury to the mass market
 - Graph 6: colour cosmetics launches by price positioning and top 10 claims, 2023-24
- Create exclusive experiences to drive loyalty
- Position makeup as go-to gift for all occasions
- Leverage high-spend occasions for memorabilia
- Regional perspective: prioritise loyalty in a busy competitive landscape

Increase market penetration by addressing the new 'face' of consumers

- Help recreate 'surgery-like' looks with makeup
- Offer products that create the illusion of non-surgical results
- Expand makeup benefits to work alongside surgery
- Look to the next generation of anti-ageing ingredients
- Promote healthy beauty standards for all
- Target specific skin concerns with base makeup
 - Graph 7: skin conditions* experienced in the past 12 months, 2023
- Integrate antioxidants to help achieve healthy complexions
 - Graph 8: concealing demands, 2023
- Develop formulations focusing on skin enhancing and healing
- Drive true self-discovery with technology
- Reflect more genderfluid identities in the makeup space
- Regional perspective: support evolving beauty standards

IN FIVE YEARS AND BEYOND

Drive sustainability with an ingredient-led approach

- Shift attention to ingredients
- Take a holistic approach to eco-friendly practices
 - Graph 9: colour cosmetics launches with ethical & environmental claims, 2020-24
- The next generation of sustainable makeup brands focus on performance
- Develop green chemistry in makeup for effective yet sustainable formulas
 - Graph 10: BPC launches with 'green chemistry' in the product description, by category, 2023
- New ingredient alternatives can help build brand credibility
- Drive traceability to prove sustainable credentials
- Adapt makeup to climate challenges and local needs
- The next generation of makeup will have to adapt to changing climate conditions

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- Regional perspective: sustainability is a universal demand

KEY TAKEAWAYS

- Key takeaways
- Contributors

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email: store@mintel.com

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UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850