

Current trends pointing the way



There is no denying the fact that colour cosmetics is a personal care category that does really well. If we take a look at its global development, the sales of this segment have increased from 43.7M USD in 2009 to 56.9M USD in 2014. This constituted a year on year increase of no less than 30 per cent. Yet even more impressive were the year on year growth figures in Latin America with 87.3 per cent and in the Middle East and Africa with 83.9 per cent.

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While the sales of lip products increased by 27.4 per cent in this time period, the growth was less pronounced in Europe. Here the sales figures only grew by 4.5 per cent to 13.6M USD.

But this growth rate for a market as saturated as Europe is still quite noteworthy indeed. If we look at the most recent developments in Germany, colour cosmetics continued its success story in the first half of 2015 and with a sales increase of 5 per cent; this was the segment with the highest growth. According to Sabine Hefer, Director Premium Cosmetics from **Information Resources**, consumers were particularly keen on spending their money on lipsticks and foundations. In the field of mascara it was not only new developments that met their interest but also established products proved popular. In contrast to this, sales of nail polish in perfumeries decreased – for the second time.

After the cost-effective small nail polish bottle trend in 2014, no new developments were launched which spurred consumer interest to indulge in nail polish.

On a more global level, small packaging is on the rise in general and even more so in the field of colour cosmetics. According to Nicole Tyrimou, Beauty and Personal

Care Analyst at **Euromonitor International**, it was **Tom Ford's** Christmas launch of 50 pocket size lipsticks that initiated this trend. For the summer holidays, colour cosmetics brands looked at ways to capitalise on the idea of smaller packaging in beauty with e.g. **YSL Rouge Pur Couture Travel Selection** and thus tapped into the recent growth in lipstick sales. Lipsticks grew by 8 per cent in 2014, outpacing the total colour cosmetics industry, which grew by 6 per cent. Lip care also emerged as a fast-growing category, with an increase of 5 per cent in 2014, on the back of the success of beauty bloggers' favourite lip balm, **EON**.

While new launches of smaller packaging suitable for travel have mainly been centred on the fast-growing lipstick category, it has been filtering into other colour cosmetics categories as well, such as **OPI's Nail Polish Travel Sets**. One brand is even using smaller packaging as its key differentiating factor. The beauty products created by **Stowaway Cosmetics** are portable, convenient and reasonably priced. The brand claims that the smaller packaging prevents product waste, as consumers will not have more than they can use before its expiry date.

There are many facets to the fascinating world of colour cosmetics – and quite a few of these are covered in this issue to inspire you and create tomorrow's trail-blazing products.

Sincerely yours


 Angelika Meiss

Senior editor, COSSMA

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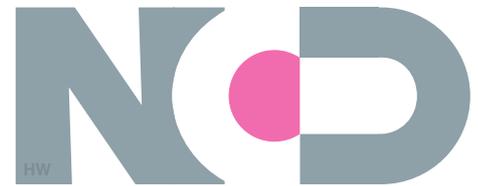
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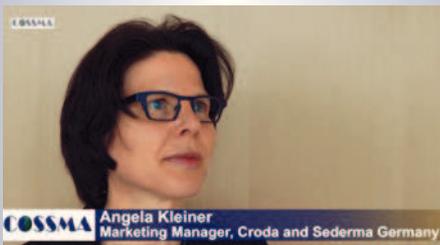
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... talks about what effect cosmetics products can have on dermal stem cells.



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... talks about what gave him as a packaging designer the idea to put live back into this brand.

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New opportunities for Muslim women

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Up until recently, it was oral care products and soaps that have traditionally dominated the C&T market in Muslim countries. However, now, as young Muslim women combine religious practices with fashion, new opportunities are opening up in categories such as colour cosmetics, skin care and hair care. In response to this, a large variety of halal products keep being launched, e.g. halal foundations, blushers, lipsticks, anti-agers and skin whitening products. COSSMA subscribers can download further background information.

Young Muslim women combine religious practices with fashion

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