



# Colour Cosmetics in the US

May 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Lip products continues driving sales momentum in 2023, but rising value hacking behaviour, like dupe culture, narrows the growth gap between mass and premium

Facial make-up sees a boom as players adapt to consumers' skinification demands

Skin care and colour cosmetics hybridisation is the new standard, with expectations that products will address consumers' skin sensitivities

### PROSPECTS AND OPPORTUNITIES

Expansion of beauty assortments at retailers such as Target and Walmart to support the growth of colour cosmetics in the forecast period

New premium and luxury entrants expected, although price sensitivity will present challenges to overcome

Skin care considerations will be increasingly sought out in colour cosmetics, opening the door for competition from skin care

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