



The Future of Make-up: Consumption Trends and Product Preferences

Daniel Bone

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Introduction Make-up brands are competing in an 'Era of Consequences'. A more careful consideration of the risks and consequences associated with consumption now characterize buying behavior. Make-up brands must therefore cater towards a more assured, claim savvy, and ultimately demanding shopper that is expressing more sophisticated make-up demands. Features and benefits Utilize product, consumer, and market insight to identify the most pervasive consumer needs and preferences shaping today's make-up market. Uncover and capitalize on the make-up product claims and benefits that hold greatest resonance with consumers. Identify and deliver the specific premiumization dimensions that are most important to make-up consumers, thereby starving the private label threat. Achieve sales growth by developing compelling marketing tactics that better engage a somewhat disengaged make-up audience. Access proprietary consumer opinion data highlighting the attitude/behavioral disconnect that continues to challenge natural make-up brands. Highlights Consumers are becoming more appearance conscious, with 7% more consumers at a global level attaching importance to looking good in 2011 compared to 2009. Visual Culture has therefore not only withstood the pressure of the economic crisis but appears to be becoming an increasingly defining trend of today's global personal care landscape. Data monitor research shows that one in five consumers do not decide which make-up brands to purchase until they are in-store. For this sizable segment of consumers that make their product purchasing decisions at the point of sale, in-store marketing (including product claims) plays a particularly important role in guiding their product choice. Data monitor research highlights that as many as half of consumers admit that they fail to notice new make-up (51%) products launches. The need for make-up brands to adopt marketing tactics that enable them to better engage with consumers is therefore paramount. Your key questions answered What are the key drivers of current and future make-up market growth? How can industry players look to capitalize on this? What are the most influential product claims shaping consumers make-up purchases? What are the premiumization opportunities in today's make-up space and how can industry players best capitalize on them? How can make-up brands optimize their product, marketing, and retail propositions to better engage with consumers? Which can be done to counter the inherent skepticism associated with natural make-up claims?

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