Color Cosmetics Market - By Application (Lip Products, Nail Products, Facial Make-Up, Eye Make-Up, Special Purpose Products); By Color (Standard, Fluorescent, Special Effect); By Pigment & Geography-Forecast (2016-2021)

Description:
Cosmetics are materials utilized to enhance the appearance or aroma of the human body. Cosmetics include a wide array of materials like skin-care creams, powders, lotions, perfumes, lipsticks, nail paints, eye and facial makeup, permanent waves, colored contact lenses, hair colors, hair sprays and gels, toiletries, deodorants, hand sanitizer, and many other types of products.

The color cosmetics are personal care products that enhance the physical appearance of a human body. They mainly refer to colorants and cosmetics ingredients that are used for skin care, make-up, hair care, personal hygiene, fragrance, and oral care. The color cosmetics include products such as foundations, nail paints, powders, lipsticks, bronzers, eyeliners, and others. The color cosmetics market is anticipated to show a high growth rate in the coming years.

Owing to benefits such as cleansing, beautifying or altering appearance and enhancing attractive features, the demand for color cosmetics is rapidly increasing. But however, lip products, facial make-up, nail products, and hair color products are predicted to show higher growth than other applications.

Color cosmetics can be divided on the basis of their target market prestige products and mass products. The demand for prestige products as well as mass products is witnessing a rapid increase. Moreover, the benefits associated with the prestige products are attracting more costumers to shell out extra and at the same time is garnering customer loyalty.

The global market for color cosmetics was $XX billion in 2015 and is estimated to grow at a CAGR of XX% and is forecast to reach $XX billion by 2021. The mass products are projected to have the highest growth of X% during the forecast period 2016-2021. North America and Europe together are estimated to occupy a share of more than XX% during 2015.

America is the leading market for global color cosmetics. American region is forecast to have highest growth in the next few years due to growing adoption of color cosmetics in Beauty and personal care industry. America for cosmetics accounts to XX% of the global market for color cosmetics followed by Europe. In Americas, nail polish and BB creams are major applications for color cosmetics.

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