



**Euromonitor
International**

Colour Cosmetics in the US

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Lip products retains star growth status again in 2024, but not enough to lift mass colour cosmetics to growth
Outperforming colour cosmetics brands foster consumer engagement and lead with innovative product development
Retail e-commerce continues making gains, while department stores and pharmacies struggle to keep up

PROSPECTS AND OPPORTUNITIES

Cautiously optimistic expectations for colour cosmetics in 2025, as economic uncertainty looms and beauty consumption normalises
Skinification, or innovative efforts to blur the lines between colour cosmetics and skin care, will be a must in the forecast period
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Beauty and Personal Care in the US - Industry Overview

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DISCLAIMER

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