

# Color cosmetics

- Increasing accessibility without hampering budgets

Fuel growth of the colour cosmetics, esp. eye colour cosmetic category with added value in the form of convenience and multi-functionality under the 'next normal'.






**MINTEL**

# Mintel Reports India

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consumer markets across India.

An interactive  
consumer research  
tool on the Indian  
market with insights on  
key trends and local  
market application.

## METHODOLOGY

- 01 WHO?**  
General population Indian adults aged 18+ | 3,000 sample size
- 02 HOW?**  
Design | Offline/Online Panel | Data Analysis | Reporting  
Covering 52 report titles of Food & Beverage, Beauty & Personal Care and Lifestyle
- 03 WHERE?**  
We're speaking to consumers in Metro and Tier 1 to 3 cities  
across the 4 main regions and in 6 local languages.

## WHY MINTEL INDIA CONSUMER REPORTS?

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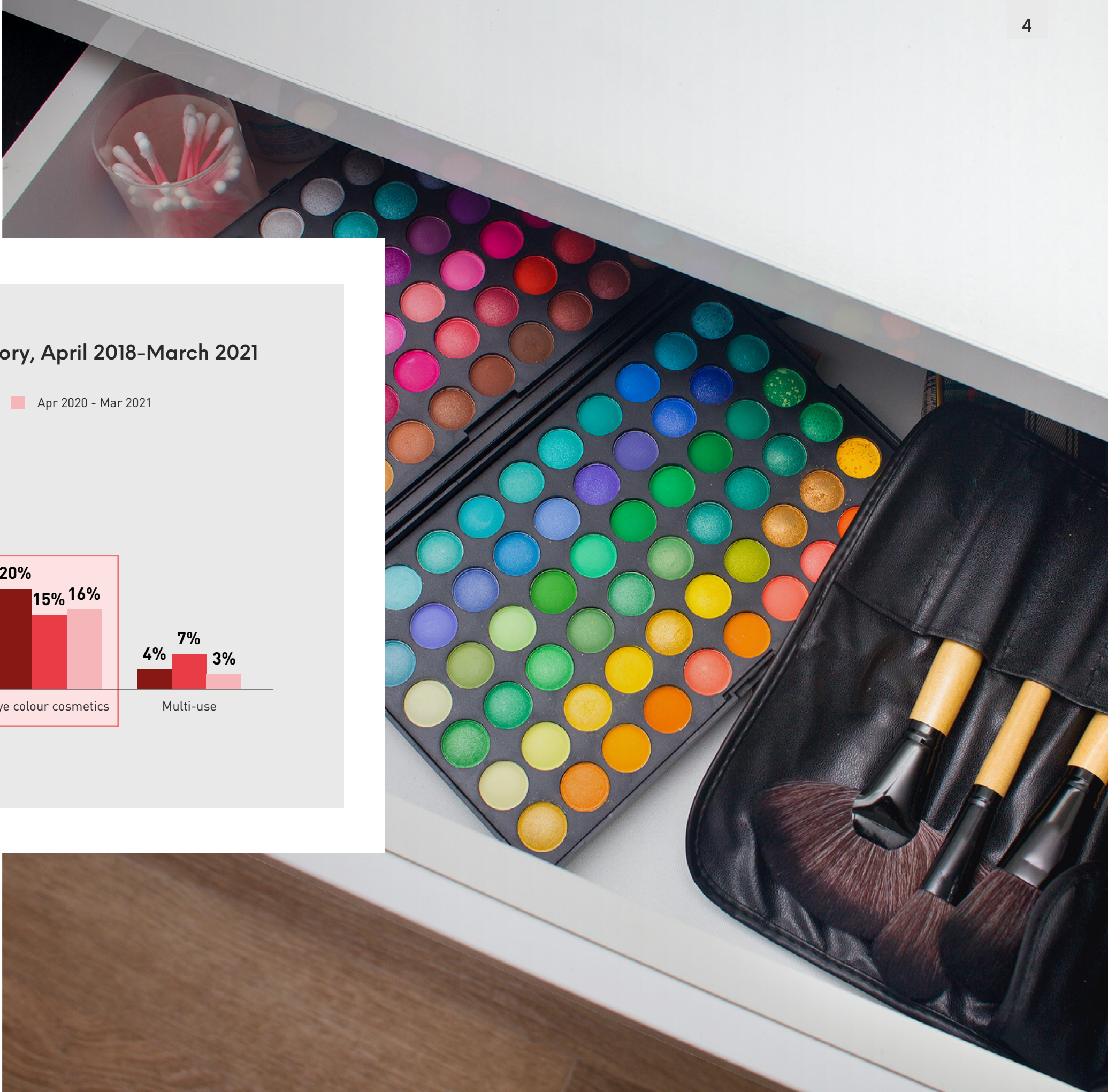


A close-up photograph of a hand with pink nail polish holding a silver-handled makeup brush. The brush is positioned over a black eyeshadow palette with multiple circular wells of various shades, including pinks, purples, and browns. A red rectangular overlay is on the left side of the image.

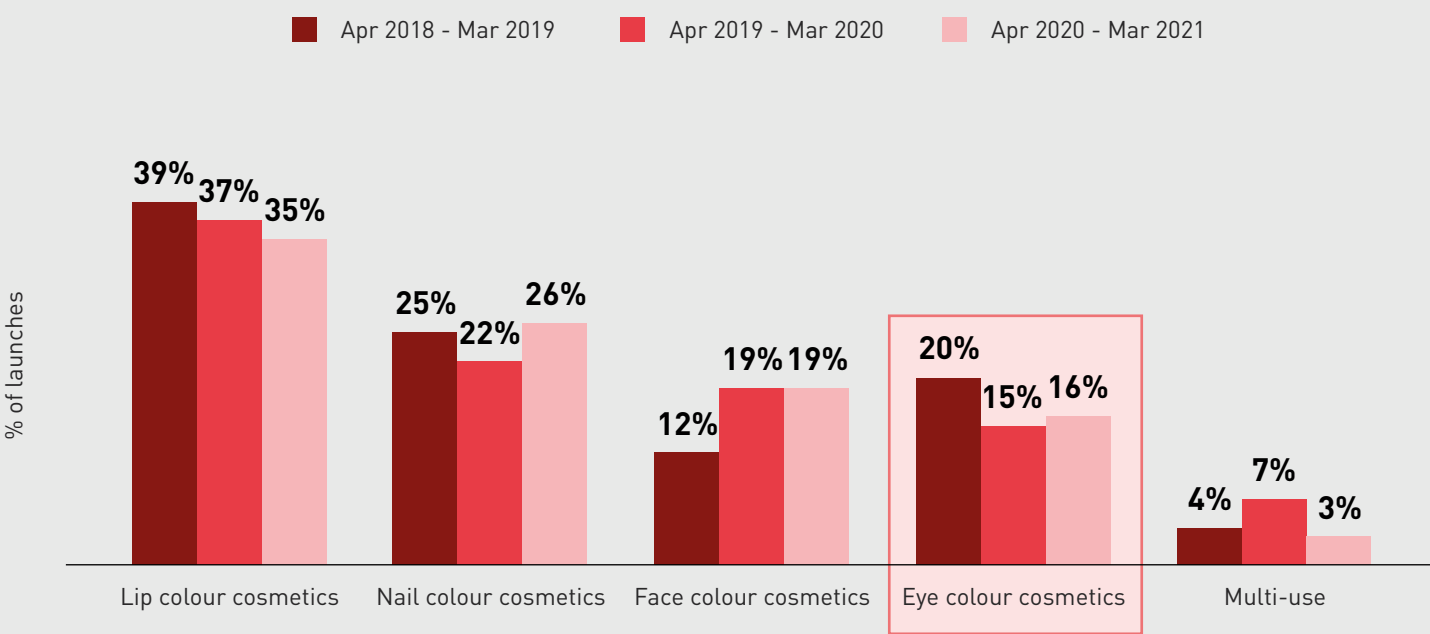
# Market context



# Eye colour cosmetics launches have steadily declined



India: colour cosmetic launches, by sub-category, April 2018-March 2021

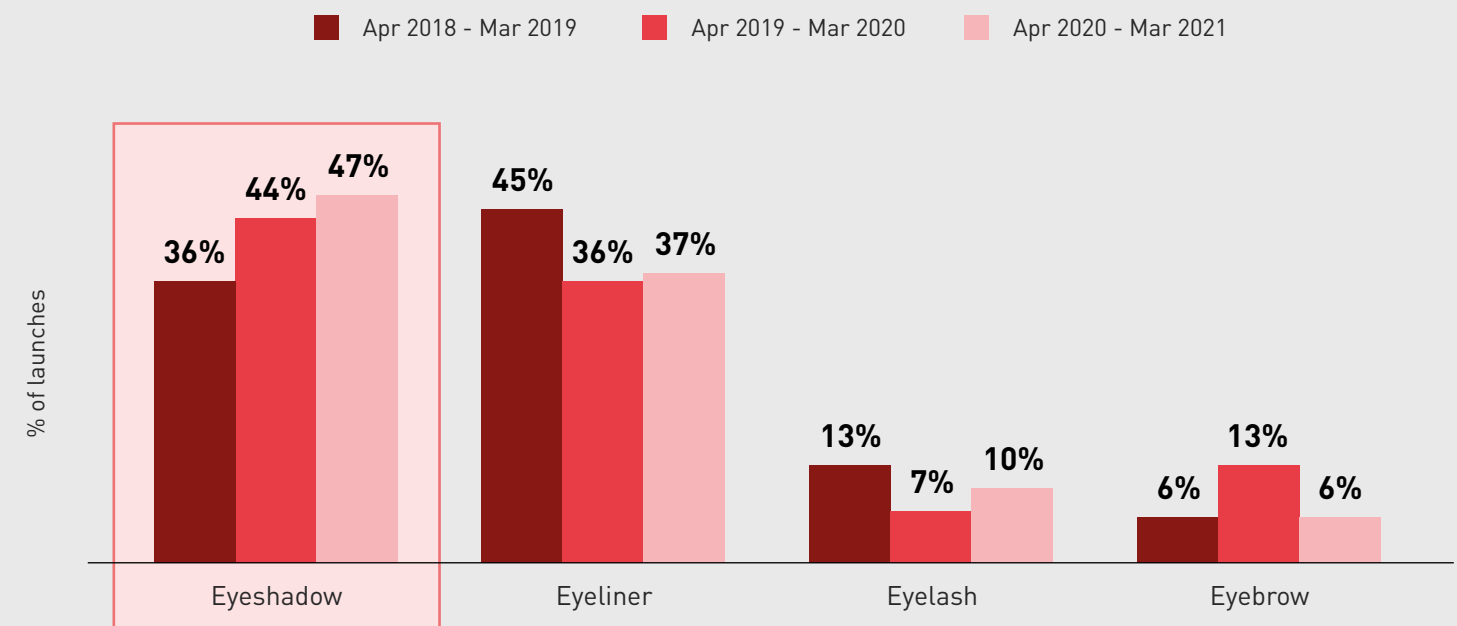


Source: Mintel GNPD



However within eye color cosmetics, eyeshadow launches see a slight increase

India: eye colour cosmetic sub-categories launches, April 2018-March 2021



Source: Mintel GNPD



Post pandemic, consumers are veering towards beauty and grooming products for gratification, however seek value

FEEL GOOD

**30%**

strongly agree that using beauty products makes them feel good about themselves.

HIGH SIGNIFICANCE

**42%**

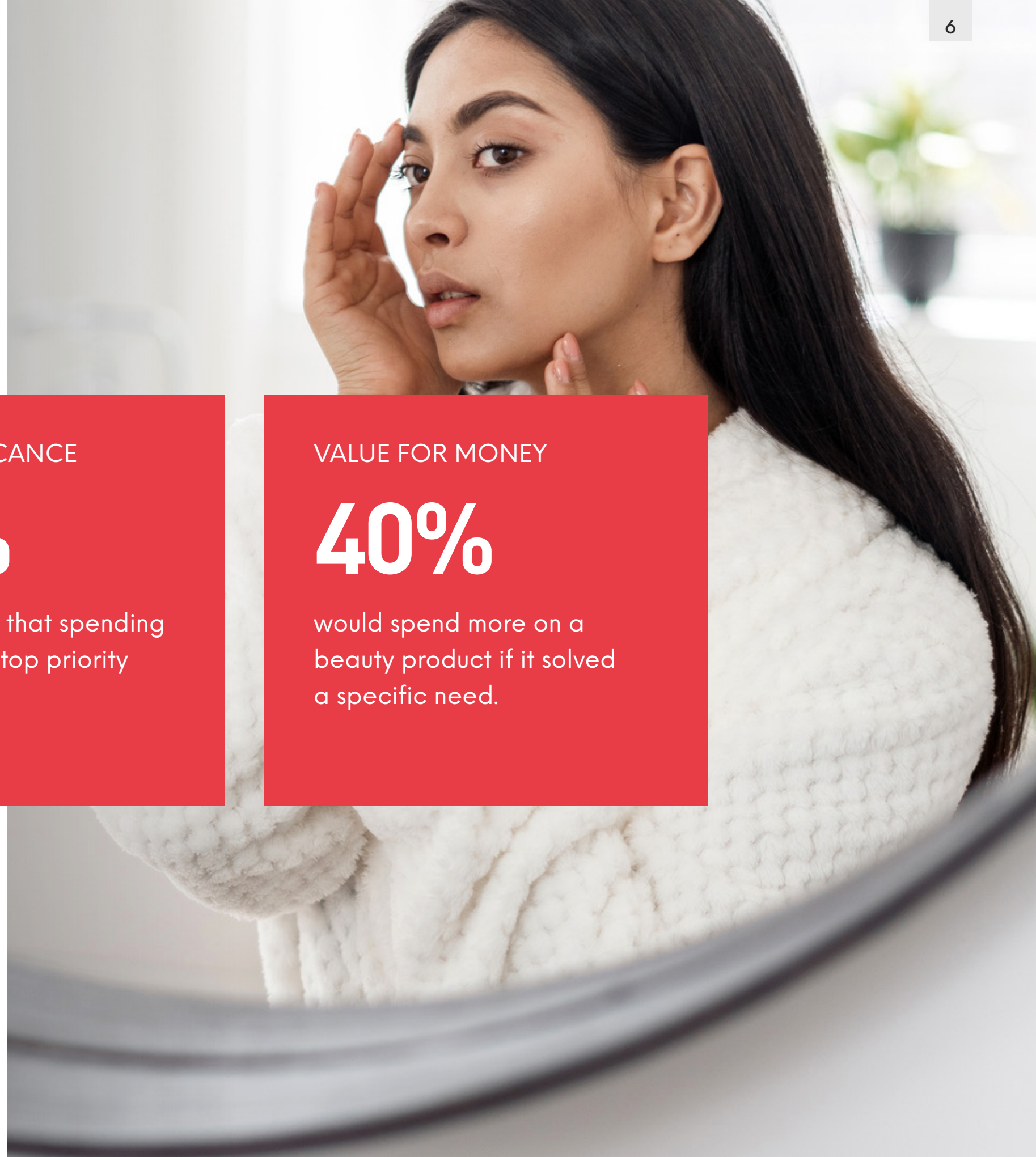
strongly agree that spending on beauty is a top priority for them.

VALUE FOR MONEY

**40%**

would spend more on a beauty product if it solved a specific need.

Base: 1,000 internet users aged 18+  
Source: Ipsos Observer/Mintel



# What consumers want and why





## Eye makeup in India is highly penetrated as a category, but dominated by kajal

Consumers still stick to basic makeup items such as kajal and lipstick. However post pandemic, eye cosmetics see a renewed focus due to mask wearing.





# Consumers want: ease of use

Consumers feel that an eye makeup look, even if it were a simple one, requires certain skills and some tools. In their absence feel intimidated to try out uncommon sub-categories such as eyeshadow.

SINGLE SWIPE

**80%**

agree point makeup applied  
in one swipe is easy to use.

NO TOOLS

**68%**

say its easier to apply  
makeup using hands rather  
using tools like brushes  
and sponges.

USER FRIENDLY

**81%**

want brands to offer  
beginner-friendly products.

Base: 1,500 female internet users aged 18+, percentages shows are for the age group 18-34 years.  
Source: Ipsos Observer/Mintel





# Consumers want: multi-use makeup

Consumers put a stronger focus on practicality in their purchases and multi-functionality makes eye colour cosmetics more attractive and adds value to the traditional offer

# 39%

of Indian women prefer multifunctional features in their eye makeup, such as eyeliner and eyeshadow in one product.

Base: 1,471 female internet users aged 18+ who have used any eye colour cosmetic product in the last six months  
Source: Ipsos Observer/Mintel

Multi-functionality encourages applications, thus serves as an introduction to eyeshadow category usage

MORE REACH BY

# 20%

Multi-functionality amps up value and helps eye colour cosmetics gain more reach.

Base: 1,471 female internet users aged 18+ who have used any eye colour cosmetic product in the last six months  
Source: Ipsos Observer/Mintel (Fieldwork: Mar 2021)





# Opportunities





## Accelerate under-leveraged eye colour cosmetics

In the period from April 2020–March 2021, **35% of colour cosmetic launches** fell into the lip sub-category, while only **16% were eye colour cosmetics**.

This represents a great opportunity to **amp up eye colour cosmetics** to match usage, particularly now as mask wearing puts eye makeup in focus.

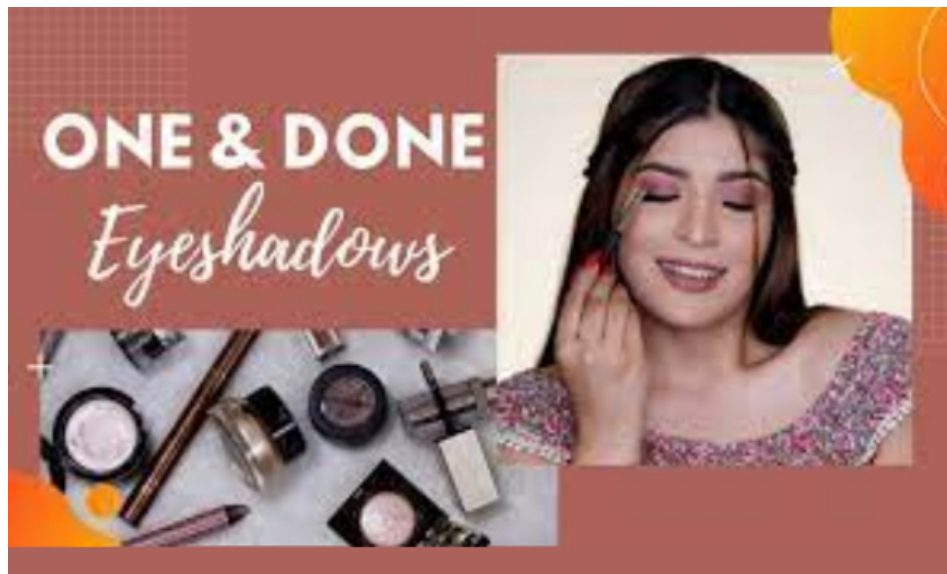




Attract the Sceptics by focusing on protein quality, wellness support and whole food



Communicate how a mascara can singlehandedly change the whole eye look. This helps consumers see its potential in their daily wear usage, in addition to their regular lipstick and kajal.



Make eyeshadow more accessible through crayon and liquid. Promote looks created simply by using one makeup item to convey convenience and value.





# Maximize multi-use's flexibility and eliminate the use of additional tools through packaging innovations

multi-functionality can help build makeup rituals while packaging innovations can provide more value by eliminating the use of tools



## Brows + lash = brash

FAE Beauty's BRASH is a brow filler as well as a voluminous mascara – a 2-in-1 product that comes in two shades.



## Eyeliner and highlighter

Disguise Multi Glow Stick is a multifunctional eyeshadow stick that doubles up as a highlighter and eyeliner.



## Mascara with an in-built lash curler

trèStique Good Vibes Mascara comes with an applicator that has a lash curler attached. This takes away the need for a separate tool, making the lash makeup process more seamless.



## Deliver value and expand usage rituals with value kits



### The perfect mini

Bite Size Eyeshadow from e.l.f. is priced at only INR400 and is described as the perfect mini-size palette to create magic for the eyes.



### Brow, liner, and shadow in one

Nykaa's eye combo provides three eye makeup categories in a bundle deal that costs less than INR1,000.



### Brow and liner value

Sugar Cosmetic's Micro liner and Brow definer value set bundles a regularly used category with a lesser-used one in a value set that costs INR799 with a hope to generate trial for brow products.

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