Beat: Health

WHERE MAKE-UP COMPANIES INVEST IN A MARKET LINKED TO FASHION

WITH LITTLE CONSUMER LOYALTY

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USPA NEWS - Make-up is a fickle market, with little consumer loyalty and a fast-paced calendar linked to fashion, meaning that products have a short shelf line. Make-up is also a category that offers low marging due to lower price, compared to skincare and fragrance...

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The growth of younger brands with a distinct positioning is boosting creativity. With a growing need for differentiation, brands are more willing to invest in specific molds for key launches.

Brands want to create a clear identity, lock out the competition by having something unique.

Brands are investing more in individual products that they will market heavily. They focus on product benefits of a single launch rather than concentrate on developing full ranges. They base their communication on one or two products per year, and they will animate the whole make-up range.

Nevertheless, the supplier is forced to have a broad catalog of standards to allow brands to react quickly to a competitor's launch. Brands seek to target specific consumer groups with diverse ways of applying the product. The growing demand for technically advanced applicators goes hand in hand with better consumer knowledge about product application.

The weak of euro is favorable for European production. This is on top of the advantages of shorter transport and lead times that European suppliers can offer, which comes against a backdrop of rising production costs in Asia. Yet, despite a positive outlook for the segment, pressure on prices remains extremely high, meaning that suppliers increasingly have to take risks. With certain hit products now going viral, it's also about industrial flexibility.

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