

# Colour Cosmetics in India

July 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Return of social events and a greater focus on multifunctional offerings allow colour cosmetics to recover its value sales  
Rising consumer awareness due to increased digital engagement brings ingredients to the forefront  
Manufacturers focus on an omnichannel presence to cater to a wide range of customer needs in terms of convenience and trials

### PROSPECTS AND OPPORTUNITIES

Wide range of offerings, convenience, and use of innovative technology set to allow e-commerce to grow further  
Expansion beyond female target audience offers white space for growth  
Brands could look to democratise personalisation through mass customised offerings, similar to the trend witnessed in hair care

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