



# Colour Cosmetics in China

May 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Domestic Brands Lower Prices and Drive Volumes Even as Spending Tightens

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Colour Cosmetics

### INDUSTRY PERFORMANCE

Domestic Brands Lower Prices and Drive Volumes Even as Spending Tightens

Chart 2 - Promotions and Trial Sampling Drive Value-Oriented Colour Cosmetics Purchases in China

Red Chamber'S New Blushers Fuel Demand for Inclusive, Easy to Use Colour Cosmetics

Chart 3 - Cream and Liquid Blushers Gain Popularity for a Natural Finish and Easy Application

Perfect Diary'S Ip Collaborations Boost Emotional Engagement and Sales

Chart 4 - Colour Cosmetics Brand Collaborations with IPs for Self-Expression and Lifestyle Appeal

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

### WHAT'S NEXT?

Domestic Brands to Accelerate Launches and Win Price-Sensitive Shoppers

Facial Make-Up Set to Extend Its Dominance as Consumers Experiment

Chart 8 - Analyst Insight for Colour Cosmetics

Product Innovation and Clean Claims Expected to Reshape Purchasing Priorities

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Emerging Domestic Brands Leverage E-Commerce to Capture Share

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

### CHANNELS

Douyin'S Live-Streaming and Content Drive Online Share Gains

Harmay Attracts Shoppers with Experiential Beauty

Chart 13 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 14 - Economic Context for Colour Cosmetics

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 17 - Consumer Context for Colour Cosmetics

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in China - Industry Overview

### EXECUTIVE SUMMARY

A Return to Growth, with Both Premium and Mass Sales Rising

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Beauty and Personal Care

### INDUSTRY PERFORMANCE

A Return to Growth, with Both Premium and Mass Sales Rising

Fan Beauty Diary'S Mask-First Strategy Unlocks Mass Appeal

Chart 22 - Fan Beauty Diary: Domestic Brand Gains Share via Strategic Expansion

Mao Geping'S Accessible Fragrances Bridge Inclusivity and Luxury

Chart 23 - MGPIIN Expands Inclusivity Through Multi-Category Accessible Luxury

Lifestyle-Driven Beauty and Consumer Rituals Reshape the Chinese Market

Chart 24 - Portable Stick Format Expands Fragrance Accessibility

Chart 25 - Value Sales 2020-2030

Chart 26 - Volume Sales 2020-2030

Chart 27 - Value Sales by Category 2025

### WHAT'S NEXT?

Domestic Brands to Invest in Research and Development to Secure Long-Term Advantage

Gen Z Expected to Drive Emotional Engagement as Loyalty Shifts to Lifestyle Affinity

Chart 28 - Analyst Insight for Beauty and Personal Care

Local Brands Anticipated to Expand into Southeast Asia to Counter Domestic Saturation

Chart 29 - Forecast Value Sales 2020-2030

Chart 30 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

L'oréal Leverages Innovation and Portfolio Breadth to Consolidate Its Lead

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

### CHANNELS

Douyin Accelerates Livestream Shopping as Social Commerce Eclipses Legacy Formats and Offline Sales

Harmay and Hotmaxx Drive Offline Innovation as Brand Livestreams Disrupt Engagement

Chart 33 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 34 - Economic Context for Beauty and Personal Care

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 37 - Consumer Context for Beauty and Personal Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/colour-cosmetics-in-china/report](http://www.euromonitor.com/colour-cosmetics-in-china/report).