

Colour Cosmetics in Sweden

TRENDS

- Apparel brands such as H&M and Lindex as well as online retailer Ellos launched or massively updated their own beauty collections in 2015, containing largely cosmetics products. Especially H&M with its H&M beauty line is aggressively positioning itself on the colour cosmetics market. It has extended the product line and updated its former products as well as added bath and shower products. Its slogan “fashion for your face” is not only catchy but a well-thought completion of H&Ms product portfolio. It is more than obvious that clients that do their recreational fashion shopping will at least look over the make-up section to check out the lipstick or eye shadow that is mentioned to fit greatly with the item of clothing that the customer intends to buy. And if the aforesaid customer finds herself or himself in a section with well-designed and affordable make-up products, why not try them out? The crucial aspect is the proximity of fast fashion to colour cosmetics and the overlapping interest of customers in fashion and colour cosmetics.

COMPETITIVE LANDSCAPE

- L’Oréal Sverige held the clear lead in colour cosmetics in Sweden in 2014, accounting for 21% of category value sales. The company has been on the market for a long time, which has earned it a well-known brand name and loyal customers. The company’s products are available throughout the country, with a portfolio that ranges from super premium, via premium to mass-positioned products. The company is thus the dominating player in colour cosmetics in Sweden, generating almost twice the revenue of the second company (Invima).

PROSPECTS

- Colour cosmetics is expected to see a value CAGR of 1% at constant 2015 prices over the forecast period. It is expected that after a period of relatively high growth colour cosmetics will start to converge towards maturity in the forecast period. Assuming the economy remains stable and free from external shocks, growth will merely stem from innovation and shifting consumer preferences.