Exploring Emerging Trends in Color Cosmetics

The billion-dollar color cosmetics market is booming on a global scale. Helping to drive that growth are platforms like Instagram, Twitter, and YouTube. By looking at insights shared by consumers online, one company aspired to attain a clearer picture of where color cosmetics trends are headed.

Health & Beauty Case Study

Gaining deeper insight into cosmetics consumers

A provider of specialty chemicals for consumer and industrial markets came to 113 Industries because they were interested in entering the color cosmetics space. They wanted to know **what the emerging trends were in face, eyes, lips, and nails**; and **if consumers had any unmet needs**.

Considering how & why consumers are talking about cosmetics online

113 conducted a research study analyzing **over 5.4 million online conversations about color cosmetics** over a one-year period from public sources like Twitter, Instagram, blogs, forums, comments, and reviews.

We also captured and reviewed an additional **4.4 million YouTube videos** and **15.1 million YouTube comments**.

By analyzing these discussions, we were able to break down key elements such as **top brands** mentioned, **top products** mentioned, **conversation drivers**, and **behaviors & perceptions** of posting consumers.

ll3

By tracking online conversations about **brands, products, ingredients, shades, finishes, textures, and benefits** over time, we were able to identify **what trends were rising and falling**—and which ones were showing **indicators of future growth**.

Uncovering vital motivations behind makeup buyers

Our research revealed **who cosmetics consumers are** and **what factors drive their purchasing decisions**. We found that cosmetics purchases are highly dependent on **cost preferences**, **morals & beliefs**, and **situational use**.

Consumers were **seeking out "dupes"** (less-expensive versions of high-end products), selecting **"clean" or vegan** products, and changing makeup habits to get **"glam" looks for life events**.

We also found that—while makeup has long been a form of self-expression—consumers on platforms like **Instagram, Reddit, and TikTok** have become **more adventurous in their choices**.

Based on needs, behaviors and attitudes, we identified **four distinct consumer segments** and followed the **path to purchase** for each segment. We also used fundamental motivations and need states to create **Jobs to Be Done (JTBD)**.

II3

Bringing a unique advantage to the cosmetics category

Using insights from this project, the company positioned itself to be a **leader and partner in the color cosmetics space**. They are able to **innovate and inform new products** that will meet emerging trends and address consumer needs—both **today and moving into the future**.

Our **consumer behavior model** for **innovation** helps companies understand **compensating behaviors**, **unarticulated needs** or **Jobs to Be Done** to better meet the demands and desires of consumers.

About 113 Industries

At 113 , we capture, read and analyze large volumes of digital conversations to help you truly understand consumer behaviors. By extracting valuable insights from what consumers are saying, you can apply them to your organization in ways that make a real impact.

Discover what you've been missing

412-387-3113

razii@113industries.com

113industries.com