

# Marching Into Makeup Madness!

When it comes to makeup, today's beauty consumers are in LOVE with their color cosmetics and routines. From how often she purchases to where she shops to her favorite brands and even how many eyeshadow colors she owns (a lot!). TBC asked consumers to open up their makeup bags and tell us everything—and did they ever. With responses from 7,000+ US beauty consumers, everything you could ever want to know about your makeup consumer is here!



## The one product she can't live without

Now (2019)	vs.	Then (2015)
1. Mascara		1. Lipstick
2. Foundation		2. Mascara
3. Lipstick		3. Her entire makeup bag!



## The Trendiest Of Makeup Trends:

Now (2019)	vs.	Then (2015)
1. Natural shaped eyebrows/bold brows		1. Soft neutral lips
2. Glowing, radiant dewy skin		2. Lip gloss/shine
3. Glossy lip/wet looking lips		3. Contoured cheeks

## Makeup Basics

- **99%** have purchased skin, color, and hair products in past year
- **61%** wear makeup everyday
- **60%** say they LOVE makeup
- And **one quarter** of women won't leave home without their makeup bags!



## Why She Doesn't Wear Makeup

- **45%** feel they look just fine 'as-is' and don't need it
- **31%** say it's not necessary everyday
- **23%** feel it just takes too long to apply
- **18%** makeup is only for special occasions



## She takes her time

- **14%** spend more than 30 minutes putting on her makeup
- **19%** spend between 21-30 minutes
- **35%** spend between 11 and 20 minutes

## Makeup Products She Using The Least?

- Lip primer (**15%**)
- Brow pomade (**15%**)
- False lashes (**15%**)
- Stick foundation (**16%**)
- Mascara primer (**16%**)

## Color Cosmetics She Uses Regularly Today vs. in 2015

2019	2015
<b>89%</b> Mascara	<b>86%</b> Eye shadow
<b>76%</b> Eye shadow	<b>66%</b> Mascara
<b>71%</b> Liquid foundation	<b>50%</b> Foundation
<b>68%</b> Concealer	<b>52%</b> Eye Liner
<b>67%</b> Blush	<b>49%</b> Lip Gloss
<b>62%</b> Lipstick	



## She Purchases How Often?

Product	Never	Weekly	A Few Times a Month	Monthly	Every 3 Mos.	Every 6 Mos.	Once a Year
<b>Eyeshadow Palettes</b>	6%	5%	7%	16%	27%	21%	18%
<b>Eyeshadow Singles</b>	18%	5%	7%	13%	21%	19%	17%
<b>Eyeliners</b>	7%	6%	9%	23%	29%	17%	10%
<b>Brow Products</b>	20%	5%	6%	15%	26%	17%	10%
<b>Mascara</b>	2%	6%	9%	27%	37%	14%	5%
<b>False Lashes/Extensions</b>	53%	4%	5%	7%	7%	10%	14%

What is important to her when making a beauty decision is mostly the same, but animal testing and convenience are new to her list.

2019	2015
Color choice/color I like or matches my skin tone	Color choice/color I like or matches my skin tone
Color stay	Color stay
Easy to apply	Easy to apply
Price	Price
<b>No animal testing/brand I recognize</b>	Had added benefits
Has added benefits (i.e. SPF or anti-aging)	Is a brand I recognize
Made with natural ingredients	Made with natural ingredients
Packaging small enough to grab & go (i.e. purse/cosmetics bag)	100% natural/organic ingredients



cruelty free

## Eyeshadow BFFS:

Urban Decay, Loreal, E.L.F., CoverGirl, Anastasia, MAC, Maybelline, Morphe, Tarte, Ulta and Sephora (no particular order)

## Favorite mascara brands:

Benefit, Clinique, CoverGirl, Kat Von D, IT Cosmetics, L'Oreal, MAC, Maybelline, Tarte, Too Faced, Urban Decay (no particular order)



## The Eyes Have It

Top three eye products she buys at least once monthly:

- **41%** Mascara
- **37%** Eyeliner
- **28%** Eye shadow palettes

Where she's buying her eye products:

- **47%** Ulta
- **41%** Sephora
- **33%** Drugstore
- **28%** Walmart

## Oh Those Lips

- **45%** purchase makeup for their lips at least once monthly
- **32%** own more than 16 different lipsticks

Colors she purchases most regularly:

- **59%** nudes
- **52%** pinks
- **42%** berries
- **33%** reds

Where she's buying her lip color:

- **40%** ULTA
- **36%** Sephora
- **31%** Drugstore
- **28%** Walmart

## The Perfect Canvas

- **28%** purchase new foundation at least once per month
- **27%** purchase foundation made for ethnic skin tones

What she's using

- **81%** liquid
- **37%** compact/powder
- **22%** tinted moisturizer
- **18%** compact/cream
- **18%** contouring products

Where she's buying her foundation products

- **41%** Ulta
- **36%** Sephora
- **28%** Walmart
- **28%** Drugstore

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