

# STAT: UK CONSUMERS DRIVE DEMAND FOR CLEAN COLOUR COSMETICS

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28 : 02 : 2019 Beauty : Sustainability : Health



New research from **Mintel** positions the UK as the European leader for clean colour cosmetics. Accounting for nearly a quarter of toxin-free colour cosmetics launches globally in 2018, the UK was Europe's leading market for this fast-growing beauty category – and second globally after the US.

'The clean beauty movement started out in skincare and is now quickly moving into colour cosmetics, with the UK leading the way,' says Jane Henderson, global president of Mintel's beauty and personal care division. Valued at an estimated £2.1bn (\$2.8bn, €2.5bn) in 2018, Mintel also reveals that the UK is the fourth biggest colour cosmetics market globally, with an average per capita spend of £32 (\$42, €37) per year among British consumers.

For more, read our two-part **Sensitised Living** market, which explores global consumer concerns about pollutants, diet and ingredients and their impact on skin.