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Most females, and even some males, wear make-up everyday. Basically, everyone around the world, no matter what age, is possibly part of the market segmentation for cosmetics. Most companies (M.A.C, Charlotte Tilbury, Maybelline, Estee Lauder, CoverGirl, etc.) offer affordable (and non-affordable) options for all ages, sexes, races, gender, and socio-economic groups.

This product made me think of Pareto’s law (also known as the 80/20 rule) because 20% of consumers buy 80% of goods of the same brand. Some brands are generally targeted more towards women, however some brands, like CoverGirl, have been focusing on men as well. CoverGirl introduced a male spokes model to join their team; the first cosmetics company to do this. Socio-economic segmentation is important here because based on their income; different individuals can afford luxury brands like La Mer vs. household brands like Revlon.

Demographic segmentation is also very important for the success of a cosmetics company. US companies like Maybelline New York have a range of colors for many different skin types as well as a range of products. Maybelline can be seen being used by famous make-up artists, and you can also purchase their products at a drug store.