

CASE STUDY

MEIYUME'S  
WONDERLAND  
COLLECTION



# THE VISION

With the Gen-Z market (ages 11 to 26) gaining increasing buying power and the rise of TikTok, a new generation of buyers, known as "Tween Make-Up," has been rapidly gaining popularity. Trends such as tinted brows, playful pops of color, and multi-tasking everyday convenience have taken center stage, making it clear that this is a market segment that beauty brands can't afford to ignore.

Inspired by a nod to nostalgia, Meiyume's in-house team designed an individualistic yet delightful approach to makeup routines through our Wonderland collection.

Wonderland transports the user back to times of bliss. This collection invokes a fun & marvelous Make-Up Playground inviting users to explore expression, creativity and to be unapologetically bold!

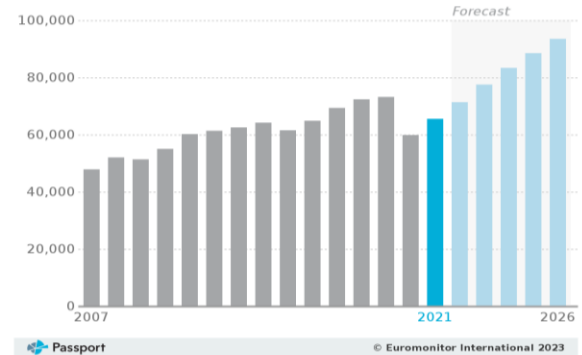
## THE BACKGROUND

According to Mintel, [After taking a hit in 2020 as a direct result of the COVID-19 pandemic](#), the color cosmetics market experienced skyrocketing sales growth from. Specifically, the color cosmetics market is estimated to [exceed \\$13.2 billion in 2022 retail sales, an increase of 16.4% from 2021](#).

The removal of face covering mandates across the country, [pent up demand](#) and return of in-person events all play a role in the market's recovery. While most women tend to stick to the same makeup looks, 37% agree that they like to experiment with bold/trendy makeup looks.

**Sales of Colour Cosmetics in World**  
Retail Value RSP - USD million - Current - 2007-2026

65,284



# THE SOLUTION

Our Wonderland Collection offers a range of products that meet the evolving demands of the colored cosmetics market for the next generation of consumers; specifically for the Eye and Face Makeup categories, including:

## 1. THE WONDERLAND NEONPOP MEGA BROW

A tinted brow gel that delivers standout brows with precise application and pops of color for a carefree 90's nostalgia look.

## 2. THE WONDERLAND GLOSSYPOT IDOL

Provides an effervescent high impact shine with a non-sticky finish for long wearability on the eyelids. The flexible eye gloss can deliver either a delicate sheen or an edgy, glossy finish over a vibrant colorful look.

## 3. THE WONDERLAND ICONIC GLOW STICK

Delivers a new frontier to highlighter & bronzers. The stick can be applied anywhere to add luminosity to the face and body. The multidimensional undertones complement all skin tones and types.

To elevate the user experience, our Collection also offers customizable secondary packaging. Users can enjoy at-home fun and personalization by adding playful and graphic elements to the packaging and marketing materials – a unique feature that is sure to delight our customers

## 4. MULTI-TASKING BLUR BALM

A skin-calming, line-smoothing multi-use blur balm that smooths and blurs out the appearance of smile lines, lip creases, and crows-feet. Provides instant rejuvenation around the eye and lip area, with a balanced and softened finish to the skin. Both products care for the skin while adding radiance.



# FUTURE

Meiyume has a wide-ranging assortment that comprises of many iconic products for famous brands, mainly in the development and conception of complex packaging and on-trend formulations. We strive to stay at the forefront of the industry by continuously innovating and creating new formulations and products that meet the evolving demands of the consumer market.

With manufacturing facilities and Innovation & Development Labs located across the USA, Thailand, Indonesia, and the UK, as well as a global network of suppliers and partners, Meiyume provides flexibility and versatility for brands everywhere to turn their products' vision into reality.



In line with this commitment, we are excited to announce our plans to launch a new range of products and formulations this year.

[Stay tuned for more updates!](#)