

# PREMIER

EXECUTIVE RECRUITING

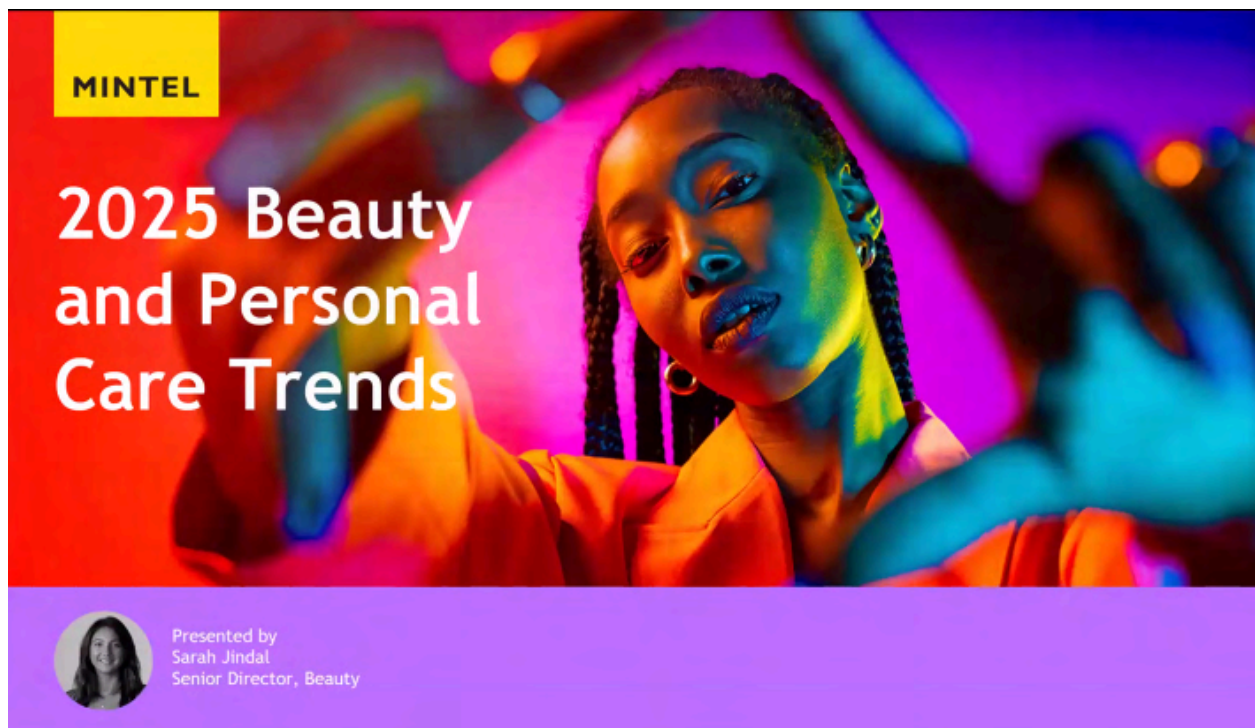
## Your Premier Recap of the CEW Global Trend Report 2025:

Attending **CEW's State of the Industry: Global Beauty Trends** was an invaluable opportunity to gain insider knowledge on where the beauty industry is headed in 2025.

Experts from **Circana, Iced Media, Google, McKinsey, Mintel, NielsenIQ and Spate** provided exclusive market data and sales trends, offering a clear picture of the industry's biggest shifts.

---

**Mintel's** 2025 Consumer Trends reveal that shoppers are becoming more discerning with technology, evaluating sustainability and adopting a "think slow, move fast" mindset. Here are our Premier insights from **Sarah Jindal** who analyzed how to help brands navigate and adapt:

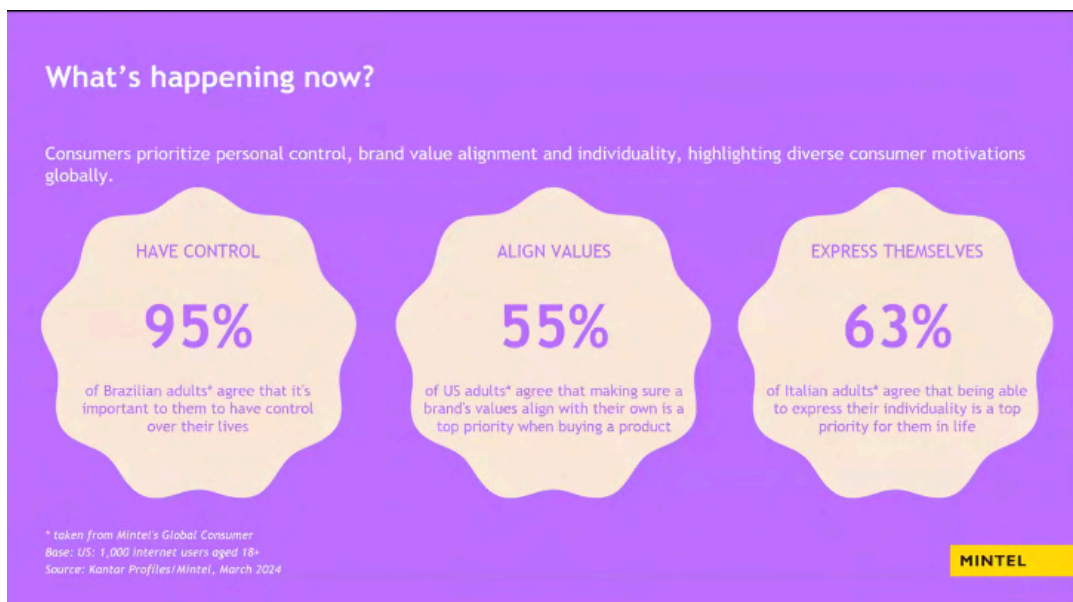
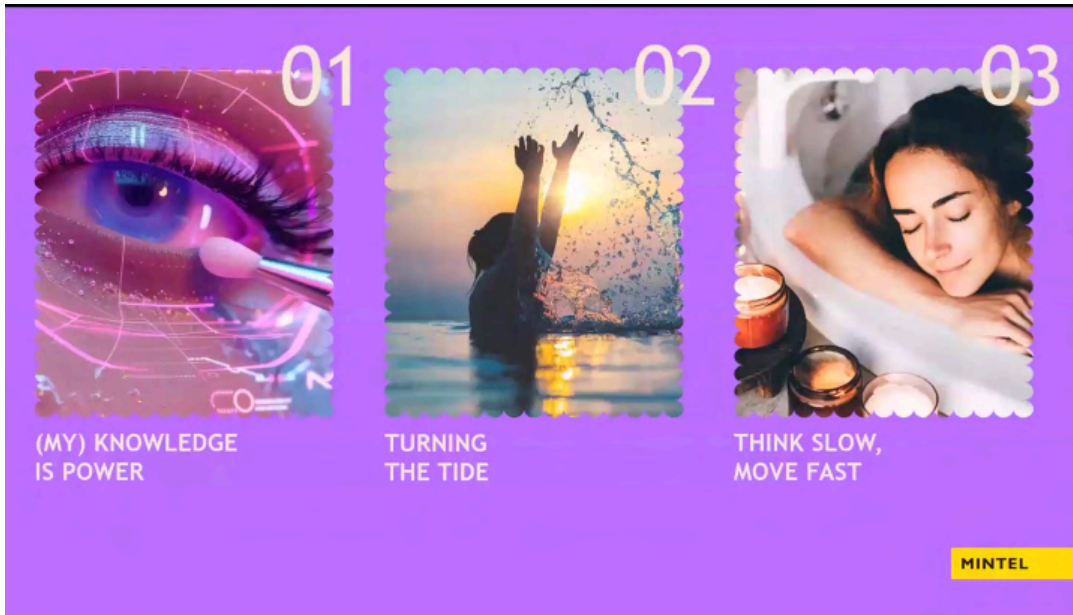


## Beauty Trends 2025:

**Trend:** My knowledge is Power (leveraging technology)

**Trend:** Turning the Tide (sustainability)

**Trend:** Think slow, move fast (embracing simplicity, routines, and sensory.)



**Consumers globally are prioritizing personal control, brand value alignment and individuality in their purchasing decisions.**

95% of Brazilian adults emphasize the importance of having control over their lives.

55% of US adults prioritize brand values that align with their own when making a purchase.

63% of Italian adults consider self-expression a top priority in life.

These insights highlight a growing demand for brands that empower consumers with autonomy, align with their values, and support individual expression.

## Trends: The TikTokification of Beauty: Key Insights

**Experts as Influencers:** Industry professionals are breaking down beauty formulas and product efficacy for consumers.

Example: The Lipstick Lesbians educate audiences on how to evaluate beauty products.

**Smart Beauty Hacks:** Consumers are finding multi-use, time-saving applications for products.

Example: Self-tanners as bronzers, Vaseline for slugging, maximizing results with minimal effort.

**Passive Beauty Trends:** Beauty solutions that work while you sleep or require low maintenance are growing in popularity.

Example: James Read Gradual Tan Sleep Mask Face Retinol for overnight skincare + tanning.

**Looksmaxxing & Functional Beauty:** Consumers are embracing self-improvement trends that optimize appearance.

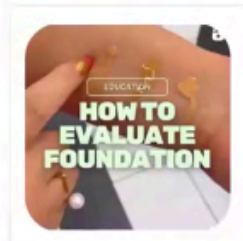
Example: Jawliner Fitness Gum, aligning with looksmaxxing trends for jawline enhancement.

Takeaway: TikTok-driven beauty is about efficiency, education, and functional aesthetics. Brands should embrace expert-led content, multi-use products, passive beauty and self-optimization trends to stay ahead.

### The “TikTokification” of beauty

Industry experts are breaking down barriers - shedding light on how products are made.

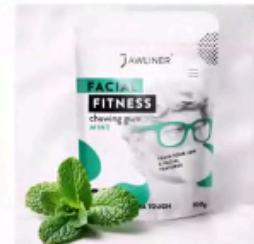
Consumers are working smarter not harder, repurposing products like self-tanners as bronzers or using Vaseline for skin “slugging,” maximizing effectiveness with minimal effort.



The Lipstick Lesbians break down how to evaluate beauty products



James Read Gradual Tan Sleep Mask Face Retinol offers a passive beauty option



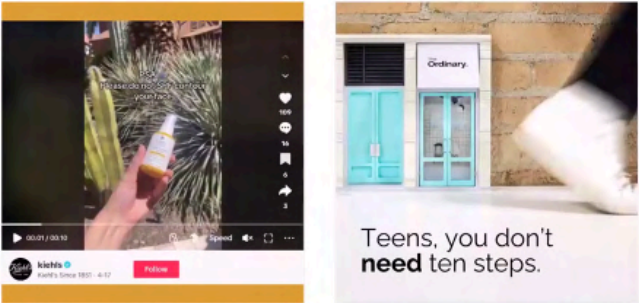
Aligning with looksmaxxing\* trends, fitness chewing gum claims to define the jawline

\* looksmaxxing refers to the social media trend centred around the 'maximisation' of one's appearance  
Source: Jawliner

## Trends: Guiding Consumers Toward a Safer Beauty Journey

Brands are stepping in to provide reliable, science-backed beauty guidance, helping consumers make informed choices. By prioritizing education and values-driven messaging, brands can build consumer trust and loyalty while promoting safer beauty habits.

### Guide consumers towards a safer beauty journey



By providing reliable guidance, brands empower informed, mindful beauty choices.

They can regain consumer loyalty by emphasizing their dedication to their values.

Kiehl's warns against SPF contouring on TikTok

The Ordinary urges tweens and teens to avoid skin-damaging routines

\* taken from Mintel's Global Consumer

**MINTEL**

## What's Happening Next in Beauty?

Consumers are embracing individuality and innovation in beauty solutions, with key trends shaping the market: These insights highlight a growing demand for tailored beauty experiences, age-specific solutions and tech-driven innovation.





## Trends: The Future of Beauty: Health, Tech & Personalization

Skincare is evolving with RNA monitoring, identifying two skin types for personalized treatments. Consumers are embracing the mind-gut-skin connection, driving demand for holistic beauty solutions.

With 52% of US adults using tech for control, brands like Est Skin Athlete Gym are pioneering RNA-based skincare and expert-led personalization, marking a shift toward science-driven beauty.

### Redefining health, safety and individuality in a new era

The convergence of beauty with nutrition will deepen as more consumers recognize the **gut-mind-skin connection** and the impact of diet on their appearance.

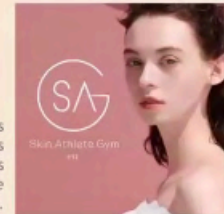
Beauty brands will begin to market products as **health-focused**, addressing concerns from parents and institutions over younger generations' beauty obsessions.

Companies will differentiate with advanced technologies like **encapsulation** and **sebum RNA monitoring**, while ensuring that products offer tangible benefits.

52%

of US adults agree that using tech to optimize their life helps them feel in control

Est Skin Athlete Gym develops personalized luxury solutions utilizing RNA analysis. It offers skincare lessons and online/offline counselling to complement this.



MINTEL

### Leveraging advanced technology to offer personalized beauty solutions

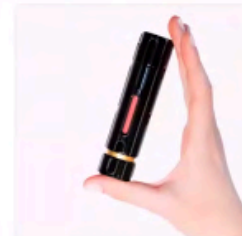
55% of US adults agree that seeing their progress digitally helps them stay motivated to achieve their wellbeing goals.



**AI-assisted wig creation**  
Hairtelligence from Parfalt makes high-quality, personalized wigs using AI technology to produce accurate measurements and hairstyles for anyone.



**Real-time insights**  
Braun's Skin iExpert Smart IPL offers personalized guidance during use and progress tracking.

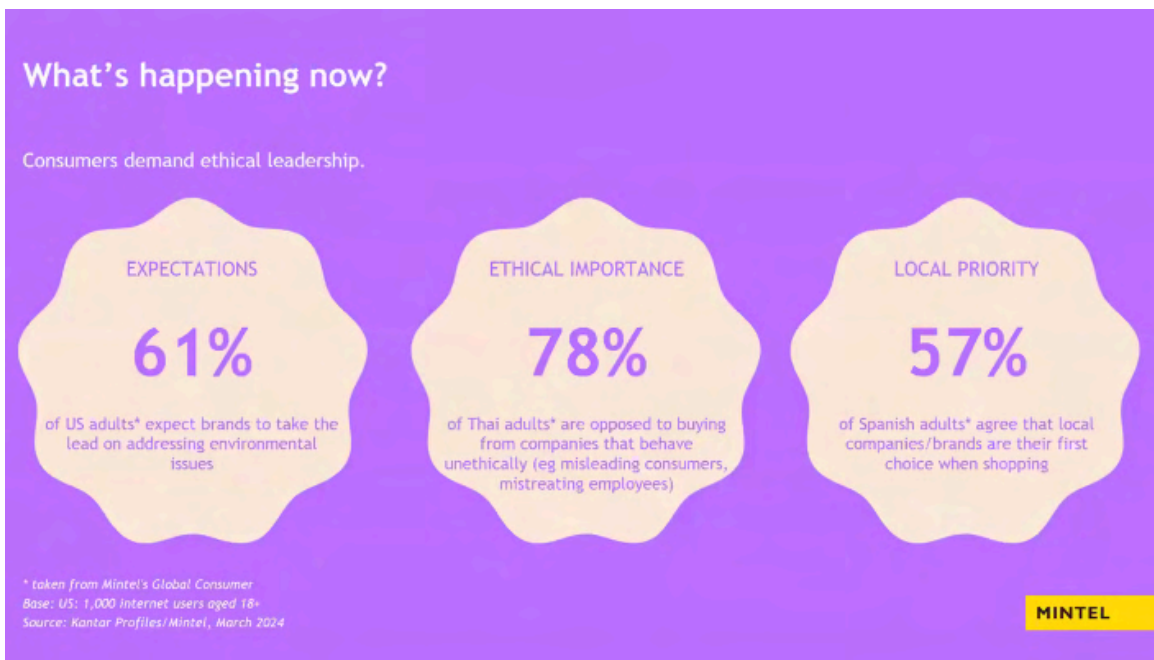


**Three-in-one customizable lipstick**  
Maison M Your Lipstick allows users to choose three shades out of 60,000 potential colors, or use AI for recommendations based on a photo diagnosis. Each shade is manufactured on demand.

MINTEL

## Trends: Ethical Leadership in Beauty

Consumers expect brands to take a stand on ethical issues. Brands must focus on sustainability, ethical business practices, and local engagement to meet consumer expectations.



## Sustainability as the new standard

In 2025, sustainability in beauty is no longer optional; it's a baseline expectation. Consumers are demanding products that not only deliver on performance but also prioritize environmental responsibility.

A new wave of brands embrace green chemistry and use sustainably sourced botanicals, ensuring that efficacy isn't sacrificed for sustainability.

Brands can lead the charge by merging science-driven expertise with eco-friendly practices.



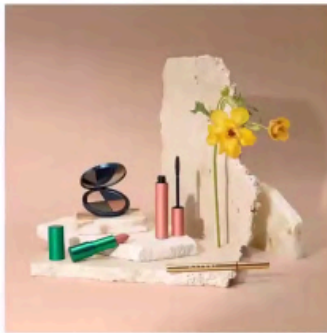
L'Oréal/Debut's partnership aims to develop bio-identical ingredients

**MINTEL**

## Localize strategies and commit to 'leave no trace' practices



Shiseido's Blue Project includes beach clean-ups and ocean conservation efforts



Saudi Arabian brand Asteri Beauty offers "desert-proof" makeup

The 'leave no trace' concept emphasizes minimizing environmental impact by ensuring products/practices are sustainable throughout their lifecycle.

Through localized strategies, brands can redefine sustainable beauty standards, showing that responsible practices can drive innovation and loyalty.

MINTEL

## Trend: The Future of Sustainable Beauty

Consumers are increasingly prioritizing sustainability in response to climate concerns. Brands must innovate in sustainable ingredients, eco-friendly packaging, and transparent practices to meet evolving consumer expectations.

### What's happening next?

An increasing determination drives consumer preference to make sustainable choices in response to recent climate disasters.

SUSTAINABILITY  
MOTIVATES RESEARCH

64%

of French consumers who research beauty ingredients would prefer natural ingredients grown in a lab over synthetic ones

UPGRADE SUSTAINABLE  
PACKAGING

78%

of US household care purchasers agree that there is a trade-off between packaging that's convenient and packaging that's sustainable

ECO DETERMINATION

54%

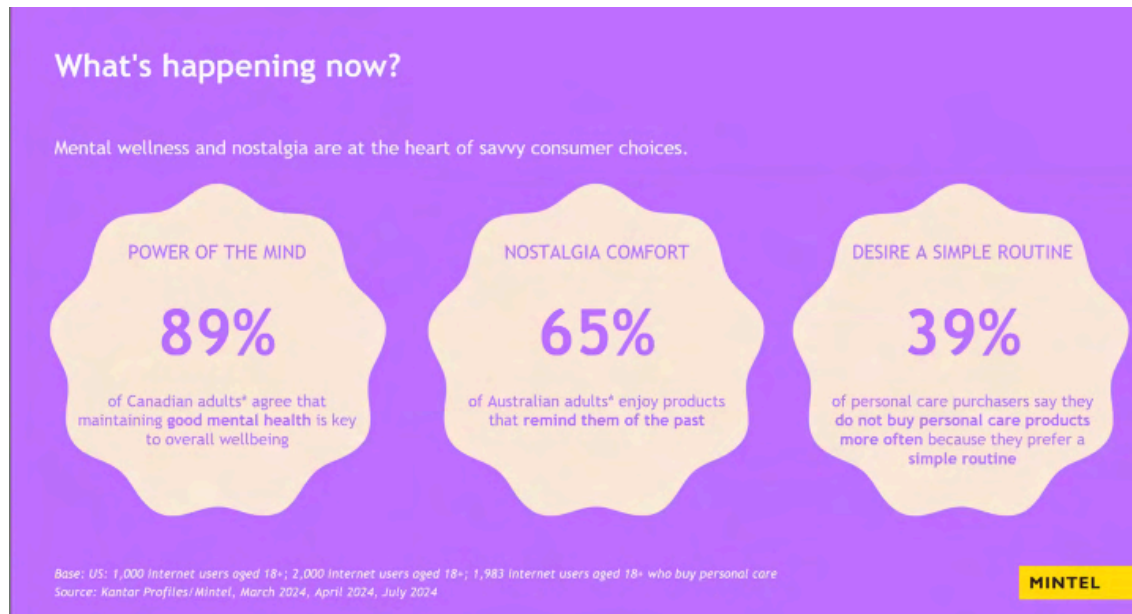
of US adults agree that recent climate disasters have made them more determined to make sustainable choices

Base: US: 1,759 Internet users aged 18+ who research ingredients used in products; 1,000 Internet users aged 18+; 2,000 Internet users aged 18+  
Source: Kantar Profiles/Mintel, November 2023; March 2023; April 2024

MINTEL

### **Mental Wellness trends: Mental Wellness & Nostalgia Influence Beauty Choices**

Consumers prioritize mental well-being, nostalgia and simplicity in their personal care routines. Brands should focus on wellness-driven, nostalgic, and minimalist beauty solutions to align with consumer preferences.



### **Trends: Social Media & The Rise of the Simple Life**

Social media is glamorizing simplicity, driving trends that emphasize authenticity, minimalism and mindful living:

**Trad Wives Movement:** A return to traditional homemaking (e.g., cooking from scratch) resonates with audiences seeking a slower, more intentional lifestyle.

**Lazy Health Trend:** Gen Z in China embraces low-effort wellness, blending simple health practices into fast-paced digital lives.

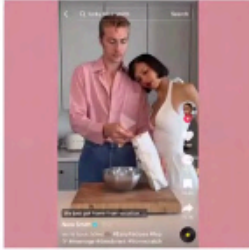
**Underconsumption:** Consumers favor minimal purchasing, rejecting excess and embracing quality over quantity.

Brands must adapt by incorporating anti-selling messaging, focusing on intentional consumption, wellness simplicity and mindful routines.



## Social media glamorizes the simple life

There is a growing desire for authenticity, simplicity and a more thoughtful approach to life, echoing the core principles of the Think Slow, Move Fast Trend.



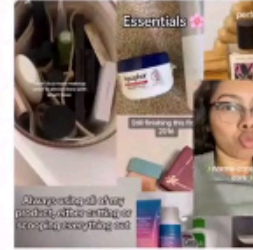
### Trad wives

'Trad wives' (short for traditional) like Hannah Neeleman and Nara Smith (shown here making deodorant with her husband) have amassed significant followings over the past year.



### Lazy health trend

China's Gen Z embraces 'lazy health' by integrating low-effort wellness practices and community connections into their fast-paced digital lifestyles.



### Underconsumption

People are embracing minimalism and rejecting excessive consumerism, highlighting the importance of quality over quantity.

MINTEL

## Trends: Embracing Simplicity & Tradition in Beauty

Consumers are gravitating toward nature, transparency and technology to simplify beauty routines:

**Nature-Inspired Formulations:** Products like Nobe Nordic Beauty's Microbiome Strengthening Body Lotion harness natural ingredients for holistic wellness.

**Minimalist Skincare:** The Ordinary exemplifies effective yet simple formulations, prioritizing ingredient transparency and safety.

**AI-Driven Personalization:** Sephora's Virtual Artist uses AI for virtual try-ons, aligning technology with mindful beauty consumption.

Brands should focus on nature-based ingredients, straightforward formulations, and AI-powered personalization to meet evolving consumer expectations.

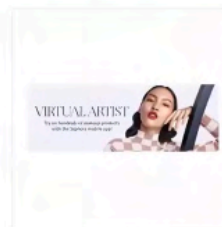
## Offer solutions that help consumers embrace simplicity and tradition



**Help consumers connect with nature**  
Microbiome Strengthening Body Lotion from Nobe Nordic Beauty helps users feel the power of Nordic nature, and is formulated with a patented microbial extract from the Nordic forests.



**Thrive by embracing simplicity**  
Meet consumers' evolving expectations by prioritizing transparency and ingredient safety, crafting products that are **not only effective but also simple and straightforward**, like The Ordinary's Niacinamide 10% + Zinc 1%

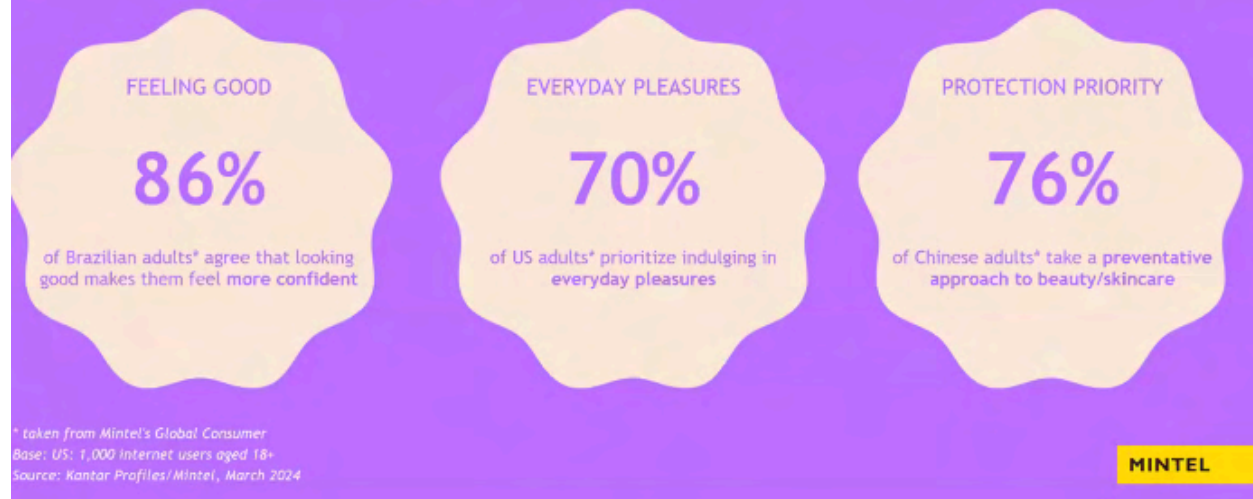


**Harness AI for personalized experiences**  
Leverage AI and digital platforms to deepen consumer engagement and offer personalized experiences. Sephora's Virtual Artist complements the trend by enabling informed, personalized and sustainable beauty choices through virtual try-ons, aligning technology with mindful consumption.

MINTEL

## What's next?

Consumers reflect a holistic and proactive attitude towards personal wellbeing.



### Trends: The Slow-Beauty Revolution: Comfort, Wellness & Credibility

Consumers are shifting toward mindful beauty, focusing on nature, science, and longevity-driven skincare over quick fixes.

#### Comfort

- Beauty rituals inspired by cultural traditions provide nourishment and familiarity.
- Beyoncé's CÉCRED incorporates fermented rice and rose, blending heritage ingredients with modern haircare.

#### Wellness

- A deeper connection to nature and high-quality ingredients is driving holistic beauty choices.
- HUA Wellness promotes natural, wellness-focused skincare as part of a balanced lifestyle.

#### Credibility

- Science-backed beauty is key—longevity, not anti-aging, is the new focus.
- Eucerin's Epigenetic Serum supports gradual skin rejuvenation, prioritizing youth preservation over drastic correction.

Takeaway: Consumers seek beauty rooted in comfort, wellness, and scientific credibility, embracing longevity and slow beauty over instant results.

## Comfort, wellness and credibility will lead the slow-beauty revolution

By fostering a connection to nature and promoting a mindful lifestyle, brands can attract consumers seeking a slower, more intentional approach to wellness.



**Reinvent traditional, culturally rich ingredients**  
Cécred's Fermented Rice & Rose Protein Ritual is inspired by ancient practices.



**Encourage wellness practices**  
HUA Wellness emphasizes a deep connection to nature and the use of high-quality, natural ingredients.



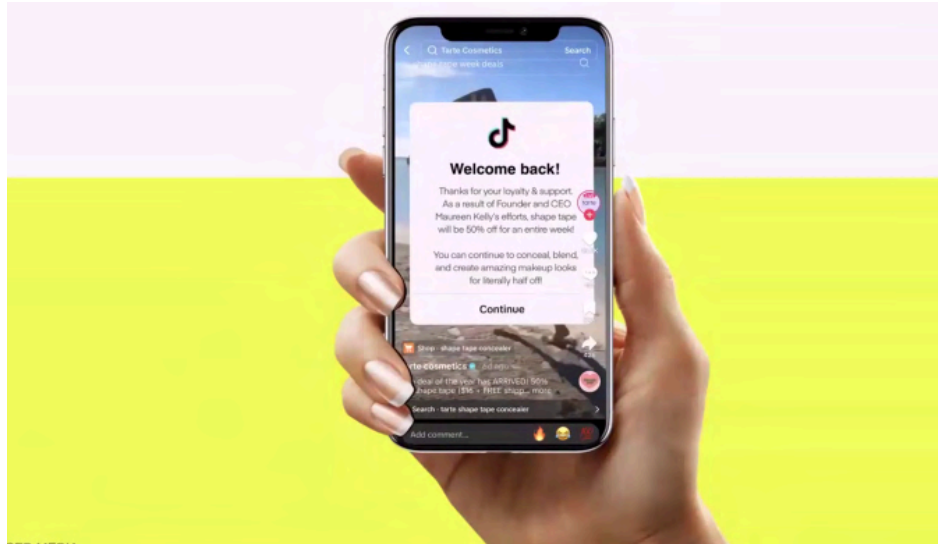
**Align with longevity trends by embracing a gradual approach to aging**  
Eucerin Epigenetic Serum focuses on gradual skin rejuvenation. By reactivating 'youth genes' the serum offers a thoughtful, long-term approach to anti-ageing.

MINTEL

Takeaways: Leslie Ann Hall/Iced Media:



## Tik Tok Trends:



## Opportunities: TikTok Shop- A Booming Opportunity for Beauty Brands

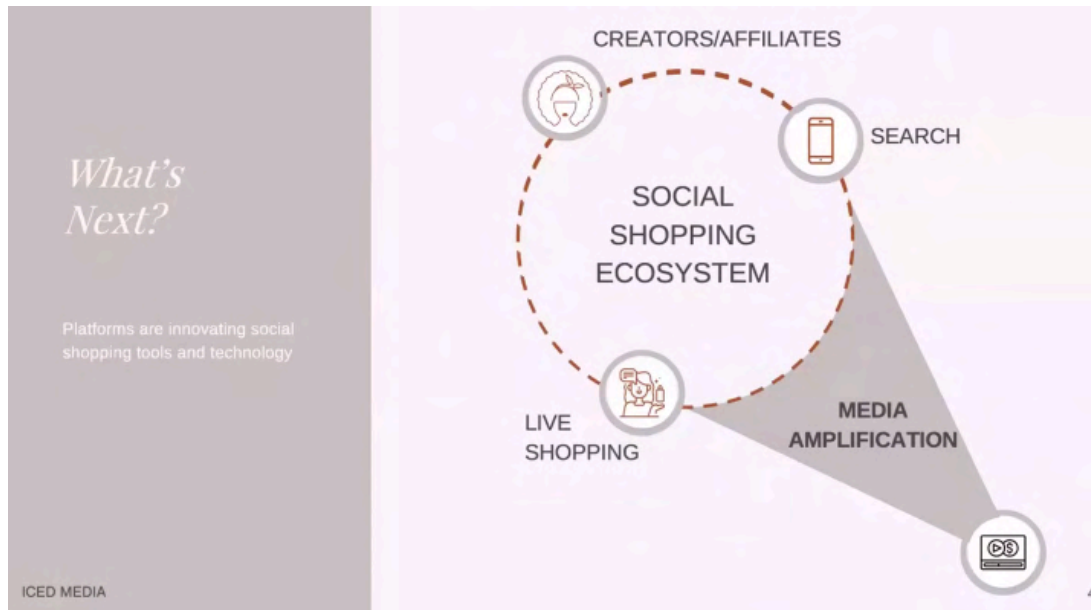
TikTok Shop is experiencing explosive growth, making beauty the #1 category:

- Spending surged 150% last year, signaling strong consumer demand.
- 52% of daily users have made a purchase, highlighting high conversion rates.
- Brand onboarding is doubling in 2024, accelerating e-commerce expansion.

With rapid adoption and high engagement, TikTok Shop presents a prime opportunity for beauty brands to scale and drive sales.







### **Opportunities in Social Commerce & Live Shopping**

#### **TikTok**

3M+ searches yearly, emerging as a key search engine.

Paid search ads (e.g., Moroccanoil) yield 30% higher ROI.

#### **Reddit**

23B clicks, strong engagement potential.

Ulta's ads drove 66% higher returns, proving effectiveness.

#### **Pinterest**

Highly intent-driven, ideal for targeted discovery.

20K keywords per ad set allow precise marketing.










#### **Live Shopping**

Slow adoption, but FLIP leads the category.

TikTok & Amazon expanding, creating new beauty brand opportunities.

Brands should leverage search-driven commerce, test emerging paid ads, and explore live shopping for direct sales.

Not every platform works, each brand has to customize their own strategy for their unique playbook

	SEARCH	LIVE SHOPPING	AFFILIATES (commission incentives)	CREATORS (non-commissioned creators)	PAID ADVERTISING
	✓	✓	✓	✓	✓
	✓	✓	✓		✓
		✓	✓		✓
 				✓	✓
	✓				✓
	✓				✓
				✓	✓
	✓	✓	✓		✓

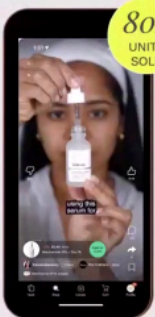
### Live Shopping: Growing Opportunities in Beauty

- Anastasia Beverly Hills is a top-performing brand on FLIP, highlighting its influence in live shopping.
- Canvas Beauty achieved \$1M GMV per live, showcasing the platform's sales potential.
- The Ordinary sold 80K units through live shopping, proving strong consumer demand.
- The space is rapidly evolving with targeted and consistent opportunities, especially on platforms like TikTok, Flip, and WhatNot.


Brands should leverage live shopping for high-impact sales, especially with founder-led and multi-brand events.

### Live Shopping


THE ORDINARY




80k  
UNITS  
SOLD



CANVAS BEAUTY



\$1M  
GMV\* PER  
LIVE



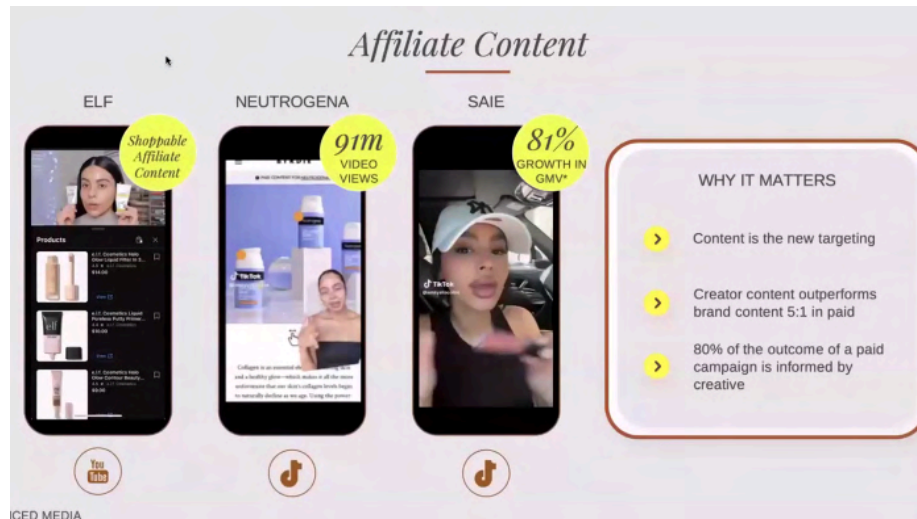
WHY IT MATTERS

- > Slower adoption in US than China and other markets
- > Rapidly evolving landscape with native apps like Flip and WhatNot
- > Huge TikTok potential for founder-led, multi-brand lives

## Affiliate Content: Driving Creator-Led Sales

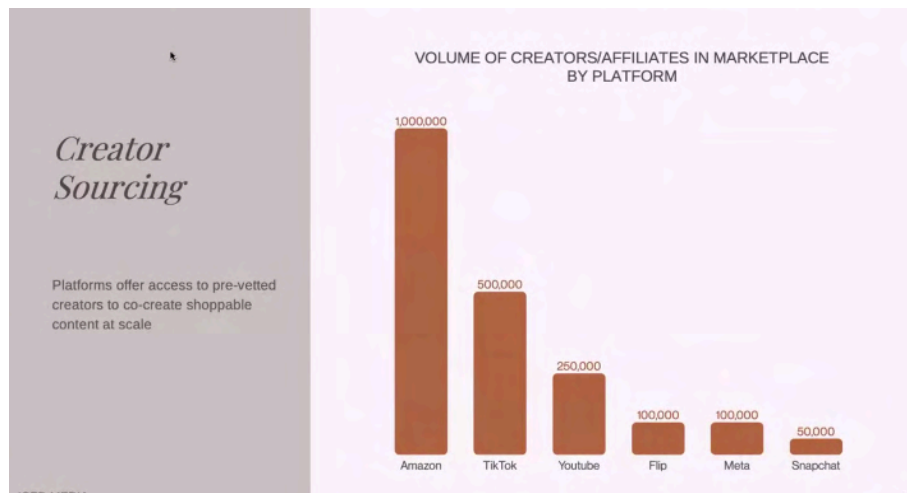
- TikTok enables direct shopping, while YouTube requires DTC redirection.
- Neutrogena (91M views), Saie (81% GMV growth), and ELF showcase affiliate success.
- Creator content outperforms brand content 5:1, with 80% of campaign success driven by creative.

Opportunity: Brands should prioritize TikTok for seamless shopping and YouTube for awareness to maximize affiliate impact.

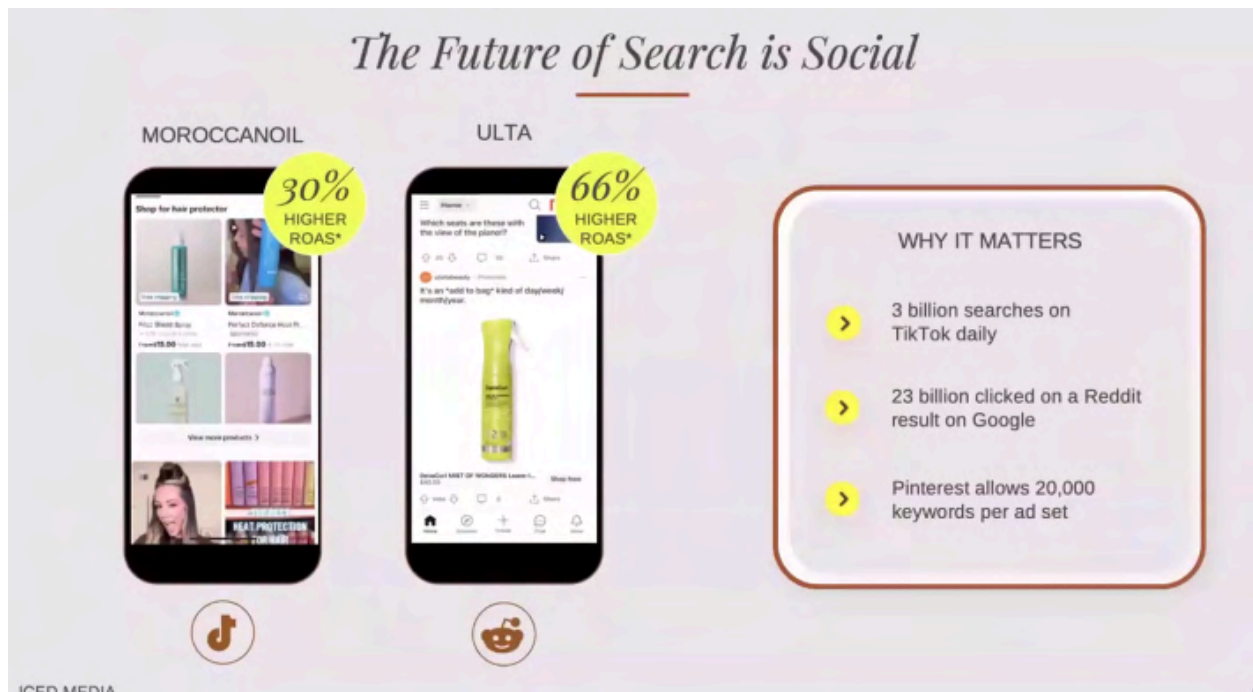


## Creator Sourcing & Affiliate Growth

- Amazon leads with 1M+ affiliates, making it the largest creator network.
- TikTok (500K) and YouTube (250K) follow, offering strong affiliate opportunities.
- Smaller but growing platforms: Flip, Meta (100K each), and Snapchat (50K).
- Key Opportunity: Brands targeting younger demographics should explore emerging platforms like Snapchat, where creator growth is accelerating daily.



## Future Trend with Social Media:



## The Future of Search is Social

Social media is transforming search behavior, with platforms like TikTok, Reddit and Pinterest driving discovery and engagement. Brands like MoroccanOil and Ulta have seen significant returns on ad spend (ROAS) through social-first shopping experiences.

### Key Opportunities:

- Live Shopping: Needs further development to maximize engagement and conversions.
- Slower Adoption: FLIP is currently leading the category in social commerce.
- Anastasia Beverly Hills: A top-performing brand on FLIP, highlighting the platform's potential.
- Canvas Steal: Reached 1 million, indicating strong consumer interest in social-driven shopping.
- Targeted Opportunities: Emerging trends suggest consistent and effective targeting strategies in social commerce.

This reinforces the growing importance of social search and commerce, with opportunities to expand live shopping strategies and leverage platforms like FLIP for greater brand visibility.

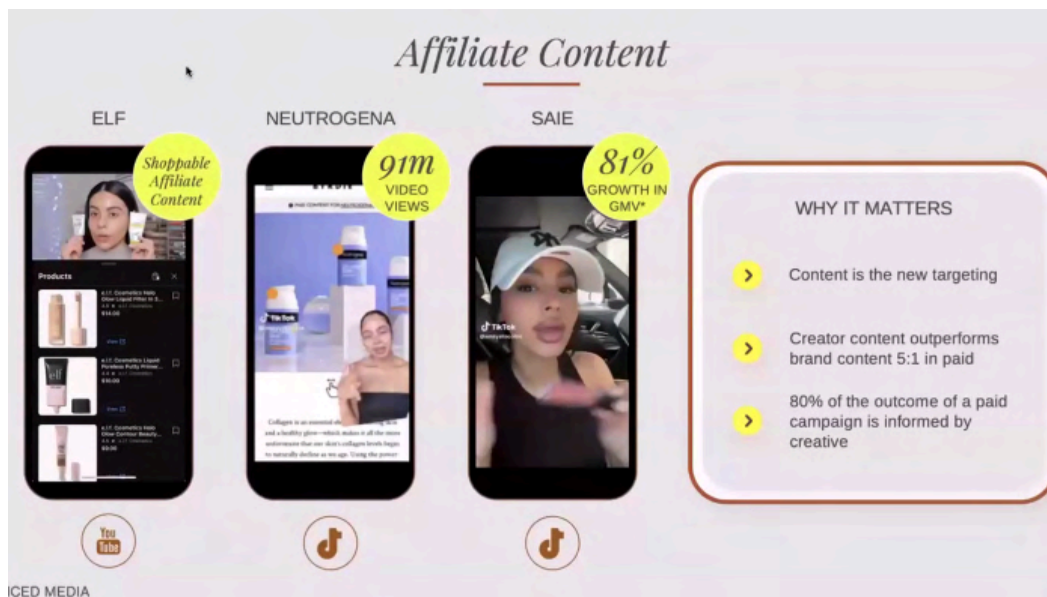


## Affiliate Content: Key Opportunities

Brands like ELF, Neutrogena (9M views), and Saie (81% GMV growth) show the power of creator-driven marketing.

- Expand Affiliate Content for stronger brand partnerships.
- YouTube vs. TikTok: YouTube requires DTC redirection, while TikTok enables direct in-platform shopping.
- Why It Matters:
  - Creator content outperforms brand content 5:1.
  - 80% of campaign success relies on creative.

Leveraging TikTok's seamless shopping and optimizing affiliate content will drive higher engagement and sales.



## Creator Sourcing & Affiliate Growth

Amazon leads with 1M+ affiliates, followed by TikTok (500K) and YouTube (250K). Snapchat (50K) and Flip/Meta (100K each) are growing.

- Amazon dominates in affiliate reach.
- Snapchat's 50K creators are expanding daily.
- Brands targeting younger audiences should focus on TikTok & Snapchat.

Expanding affiliate networks unlocks new growth for brands.

## Future Trends with Social Media:



## Merchandise to Win: Key Takeaways

TikTok drives 68% impulse buys, making exclusivity and trends key to success.

- Lip trends: ABH's Lip Velvet sold 60K units via a TikTok-exclusive bundle.
- Glow Recipe's launch sold out before hitting DTC.
- Glowing skin is a top #hashtag on TikTok.

Why It Matters:

- Boosts pre-launch buzz & retail demand.
- Brands can earn up to \$1M monthly GMV.

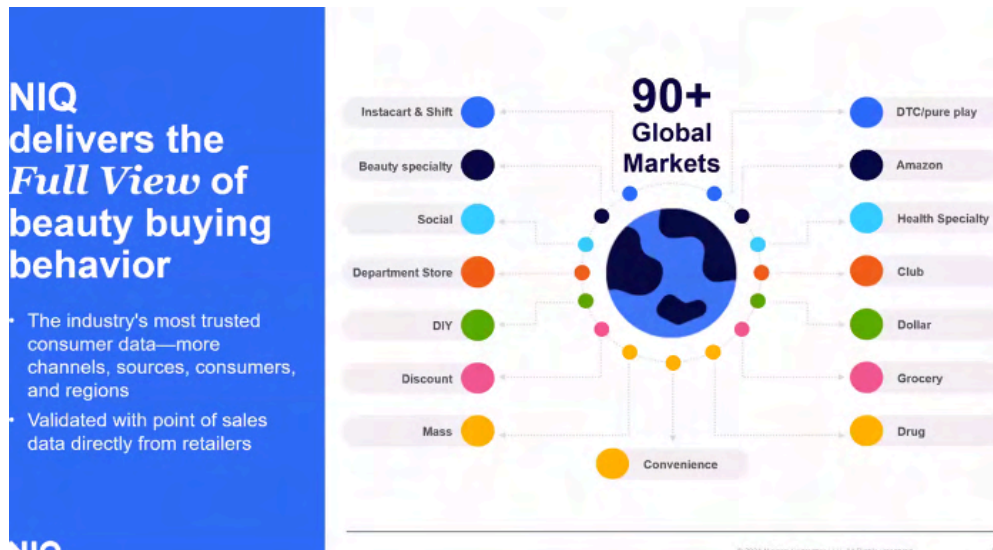
## 2025: Seeking Balance, NielsenIQ

Generational shifts, Amazon's growing dominance in beauty and emerging retail trends are driving a market transformation. Staying ahead requires mastering data and understanding global growth forecasts. Here are our Premier takeaways from **Tara James Taylor** who broke down key insights on the 2025 beauty shopper and what brands need to know to stay competitive.

Consumers are navigating balance in various aspects of their lives:

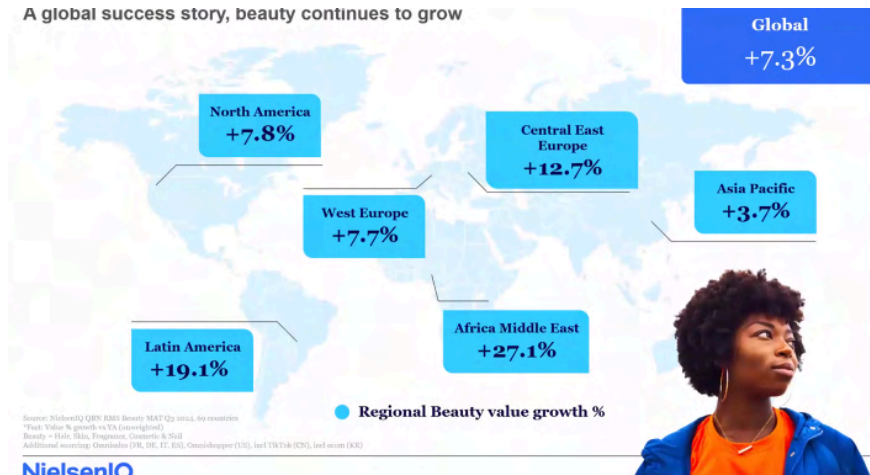
- Spending trends: New innovations vs. more conservative purchasing.
- Retail shift: Finding equilibrium between online and offline shopping.
- Sustainability vs. practicality: Consumers seek eco-conscious choices while meeting authentic needs.

Retailers and brands must adapt to this balancing act to align with evolving consumer priorities.



## Inflation is driving global growth:

A global success story, beauty continues to grow



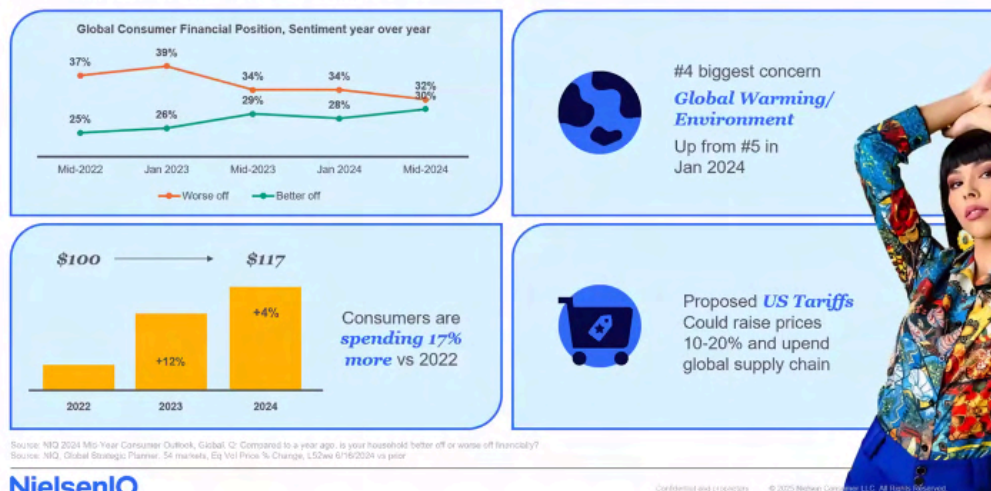
## 2025 Economic Outlook: Key Factors

Consumers remain cautiously optimistic, but uncertainties loom:

- Global Warming & Sustainability: Now a top 4 consumer concern, balancing eco-conscious choices with affordability.
- Inflation & Higher Costs: Consumer spending is up 17% vs. 2022, but pricing remains a key challenge.
- U.S. Tariffs Impact: Potential 10-20% price hikes could disrupt supply chains, making strategic pricing alignment essential.

Brands must navigate these economic shifts while maintaining consumer trust and affordability.

Consumers have a cautiously optimistic mindset entering 2025, but much on the horizon is unknown



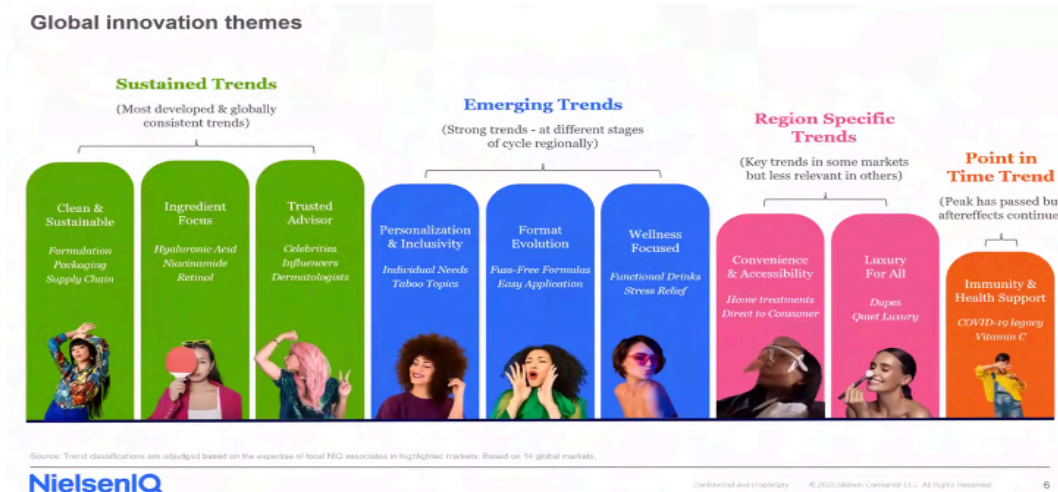
## Global Innovation Trends

1. Sustained Trends:
  - Clean & Sustainable: Eco-friendly formulations.
  - Ingredient Focus: Hyaluronic acid & niacinamide.
  - Trusted Advisors: Influencers & dermatologists drive credibility.
2. Emerging Trends:
  - Personalization: Individual needs & taboo topics.
  - Format Evolution: Fuss-free formulas & easy application.
  - Wellness Focus: Functional drinks & stress relief.
3. Regional & Time-Sensitive Trends:
  - Convenience: DTC & home treatments.
  - Luxury for All: Quiet luxury & dupes.



- Immunity Boosters: COVID-19 legacy fuels Vitamin C demand.

Staying ahead means adapting to these evolving consumer needs.

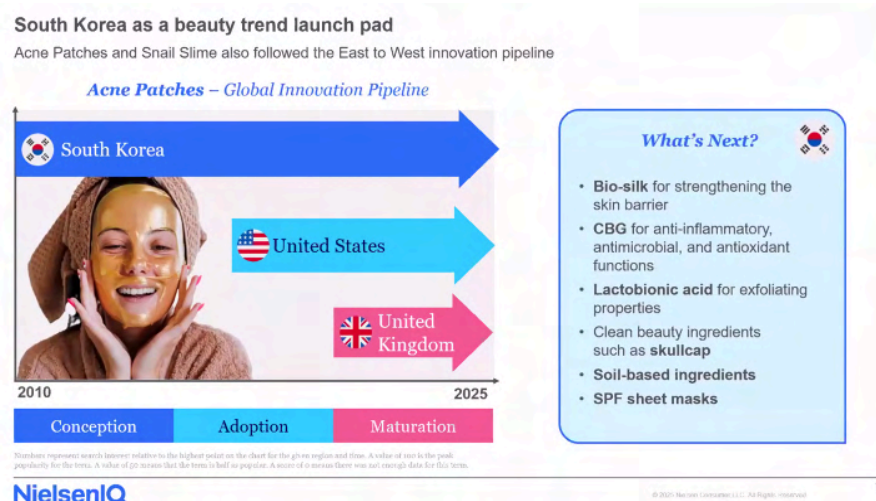


### K-Beauty as an Innovation Leader

South Korea continues to be a trend launch pad for beauty, with innovations moving East to West.

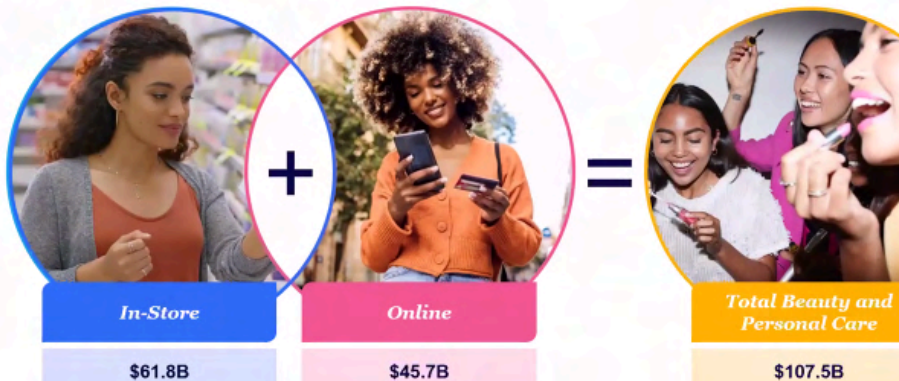
- Key Trends:
  - Snail slime & acne patches originated in Korea and expanded globally.
  - Acne patches have matured in the U.S. and U.K. after adoption from Korea.
- Trending Ingredients:
  - Bio-silk for skin barrier protection.
  - CBG (anti-inflammatory, antimicrobial, antioxidant).
  - Lactobionic acid for exfoliation.
  - SPF sheet masks & soil-based ingredients gaining traction.

Opportunity: Brands can leverage K-Beauty innovation to introduce cutting-edge skincare trends globally.



### Online continues to drive growth for beauty

5 years of growth slowing from 2021 from 14.5% to current 6.2%



### Amazon Leads Beauty Channel Growth

Amazon is experiencing the strongest dollar (+17.8%) and unit (+15.5%) growth among key beauty retail channels, outpacing competitors in both 1P (first-party) and 3P (third-party) sales.

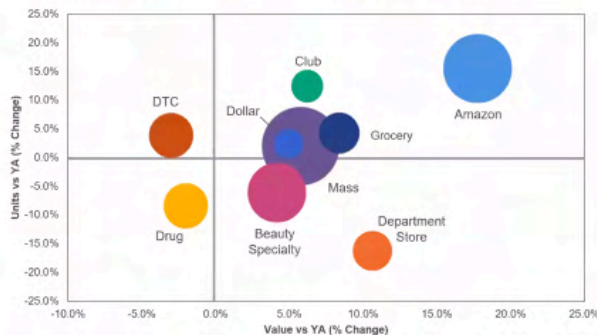
Key Insights:

- Amazon's rapid expansion makes it a dominant force in beauty e-commerce.
- Mass retailers (25.7% share) still lead overall, but Amazon is closing the gap.
- Beauty Specialty & Department Stores are declining, with unit sales dropping -6.1% and -16.2%, respectively.
- DTC (-3.0%) faces challenges, but still shows 3.9% unit growth.
- Grocery & Club stores are gaining traction, showing solid unit growth.

Amazon's surge signals a shift in consumer shopping habits, emphasizing convenience and digital-first retail strategies.

### Amazon 1P + 3P capturing strong both dollar and unit growth

Size and growth of key beauty channels (omnichannel view)



Channel	\$ share	\$ % chg	Unit % chg
Mass	25.7	5.8	2.0
Amazon	20.0	17.8	15.5
Beauty Specialty	14.7	4.2	-6.1
Drug	8.4	-2.0	-8.4
DTC	8.4	-3.0	3.9
Grocery	7.0	8.4	4.2
Department Store	6.5	10.7	-16.2
Club	4.3	6.2	12.5
Dollar	3.7	5.0	2.4

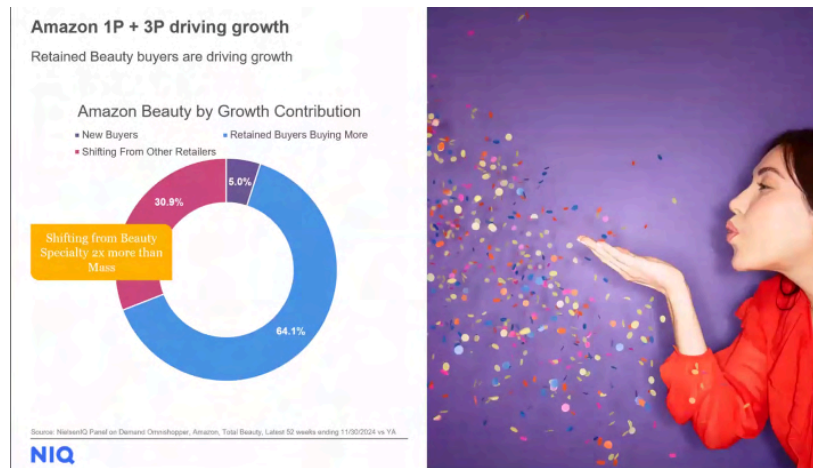
2024 TikTok Dollar Sales - \$995.8M

Source: NielsenIQ Omnishopper Panel Total US 52 week ending 11/23/2024 vs YA. Mass is defined as Total Amazon. DTC is defined as beauty supply online minus Sephora+Sally Beauty+Ulta. Beauty specialty is Beauty supply channel-DTC. Rakuten Data 12 Month Aggregate w/o 11/2024.

NielsenIQ

Confidential and proprietary © 2025 NielsenIQ. All Rights Reserved.

## Amazon is shifting new consumers:



## Beauty Category Growth Trends (2024)

While overall beauty category growth slowed, fragrance (+16.6%) and bath & shower (+11.2%) outpaced 2023.

### Key Highlights:

- Fragrance & Deodorant saw the highest growth, reflecting strong consumer demand.
- Bath & Shower continues to perform well, likely driven by self-care trends.
- Facial skincare, sun care, and hair care saw moderate growth, but slowed vs. 2023.
- Cosmetics & nail (-0.7%) saw declines, with Gen Z responsible for 35% of total cosmetics sales drops.

### Takeaway:

Self-care categories like fragrance and bath & shower thrive, while cosmetics struggle, signaling shifting consumer preferences in beauty.



## In-Store Retail Challenges & Opportunities

Retailers face growing friction in the in-store shopping experience due to theft prevention measures, impacting both consumer satisfaction and sales.

Key Insights:

- 20% of customer purchases are lost due to theft-related merchandising barriers.
- 43% of shoppers say theft prevention makes them less likely to visit the store again.
- Shoppers wait 2–3 minutes for store staff to unlock products, adding frustration.

Opportunity for Improvement:

Retailers need a better balance between security and seamless shopping to reduce lost sales and enhance customer experience.



## Social Commerce begins its global takeover

Ecommerce merchant rank – cosmetics – Latest 12 months



Source: NIQ Digital Shelf e-receipt panel FMCG – Cosmetics – Latest 12 months ending 19P-Jan-2025

NielsenIQ

Confidential and proprietary

16



## Opportunity: TikTok's Influence on Online Beauty Sales

TikTok is driving strong engagement and cross-shopping with leading online beauty retailers. Social selling is fueling discovery and impulse purchases, with 84% of consumers reporting a positive shopping experience on TikTok.

TikTok Shop Health & Beauty buyers are seeing more overlap with **top beauty sellers online** now that TikTok is more established

% of TikTok Shop Buyers Shopping Health & Beauty at Retail.com



25.0%	ULTA BEAUTY
22.8%	SEPHORA
13.8%	amazon.com
18.0%	Target.com
16.9%	Walmart.com



% of TikTok Shop Beauty Buyers Shopping Beauty at Retail.com

amazon.com	52.3%
SHEIN	26.2%
TEMU	25.9%
Boots	21.9%
LOOKFANTASTIC	14.3%

Source: NIO e-commerce CYTD 2024 through 1/6/2025. Numbers reflect only represent.com online sales.

NielsenIQ

Confidential and proprietary © 2025 Nielsen Commerce LLC All Rights Reserved

17

GLP-1 Medications are impacting shopping habits across the entire store

6.8% of US Households have someone using a GLP-1 medication

Perfume +23%

Sunscreen +32%

Hair Care +35%

Deodorant +96%

Top beauty concerns: hair and skin changes

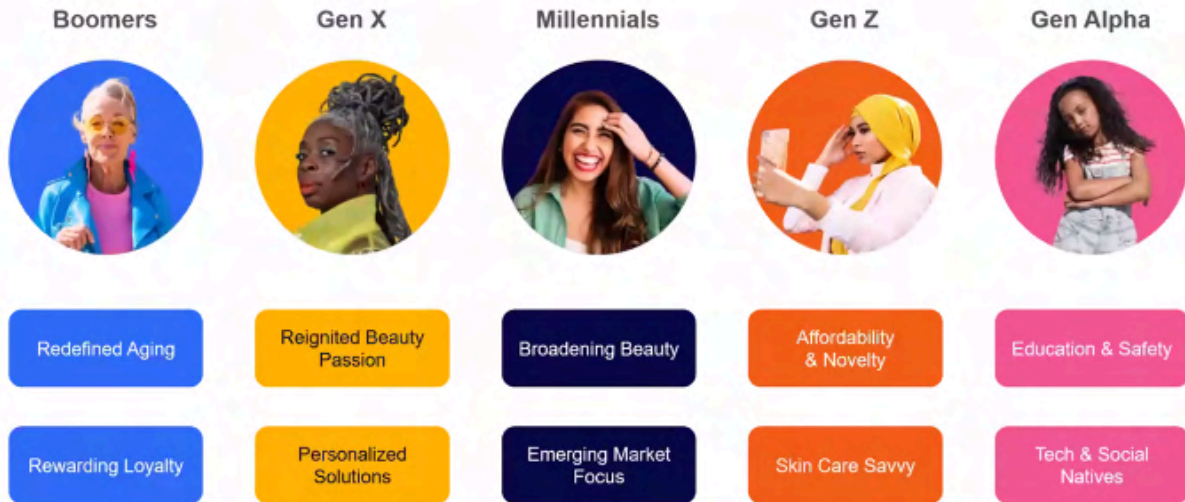


Source: NielsenIQ GLP-1 HomeScan Panel Survey, Total US, 52 wk 09/28/2024

NielsenIQ

Confidential and proprietary © 2025 Nielsen Commerce LLC All Rights Reserved

## Generations – what do we need to do to attract these generations



NielsenIQ

Confidential and proprietary © 2025 Nielsen Consumer LLC. All Rights Reserved 22

## When brand importance is in decline, ingredients and benefits become a way to stand out



**90%** of cpg searches on amazon are unbranded – Digital Shelf management is critical

In the last two years, average beauty brand loyalty has reduced 20%.

### % Who had a specific brand in mind



Source: NielsenIQ US Omnishopper Fundamentals, Fall 2024, Q. Please Describe how you decided what brand of this product to purchase  
Source: NielsenIQ Omnishopper, Trip Projected: Syndicated Database POO-444, L52 WE 05/18/2024 chg vs 2 YA, Total Outlets (Omni), Beauty & Personal Care Categories

NielsenIQ

## Supply Chain & U.S. Manufacturing Opportunity

### Key Insights:

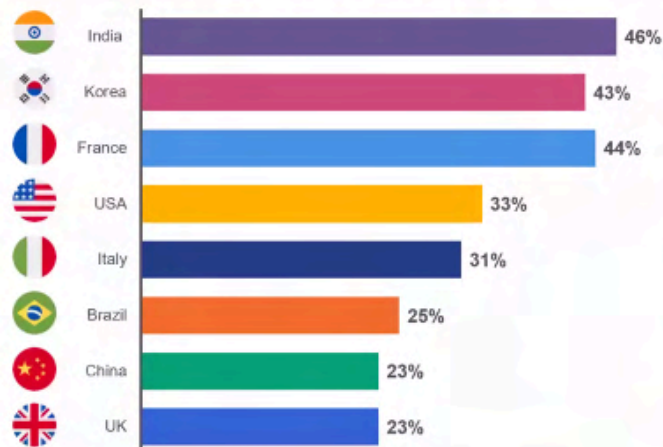
- 33% of consumers prefer to buy U.S.-made beauty products, but only 7% of products are manufactured in the U.S.
- 25,000+ beauty products sold in the U.S. are made in China and could face up to a 60% tariff.
- India, Korea, and France lead in domestic product preference, highlighting global sourcing disparities.

### Opportunity:

With rising demand for U.S.-made beauty, brands can explore reshoring manufacturing to reduce reliance on imports and align with consumer preferences.

### Supply chains and sourcing come under the microscope

% who look for personal care products that were made in their country



**25,000+** beauty products that are sold in the US are made in China, and could face up to a **60% tariff**

Only **7%** of Beauty and personal care products sold in the USA are **Made in the USA**

Source: NielsenIQ GfK Consumer Life survey, Shopping influencers for products consumed or put on body (%), 2024

NielsenIQ

Confidential and proprietary © 2025 Nielsen Commerce LLC. All Rights Reserved.

27

## Impact of Potential Additive Bans

- Red Dye #3 (\$89.8M) – Found in cosmetics, bath & shower, hair care.
- Propyl Paraben (\$1.4B) – Used in cosmetics, body lotion, facial skincare.
- Titanium Dioxide (\$86.9M) – Key in cosmetics, bath & shower, hair care.

### Key Takeaways:

- Brands may need reformulations to comply with regulations.
- Clean beauty innovation presents growth opportunities.
- Ingredient sourcing shifts could reshape the industry.

## Increased focus on specific ingredients may require reformulations

### Additives Potential Bans Impact

**Red Dye #3** – \$9M in sales

**Propyl Paraben** - \$1.4B in sales

**Titanium Dioxide** - \$6.9B in sales

**High Fructose Corn Syrup** – not in any beauty items

**Brominated Vegetable Oil** – not in any beauty items

**Potassium Bromate** – not in any beauty items



### Top categories in sales

#### Red Dye 3 - \$9.8M

1. Cosmetics & Nail (68% share)
2. Bath & Shower (26%)
3. Hair Care (5%)

#### Propyl Paraben - \$1.4B

1. Cosmetics & Nail (37% share)
2. Hand and Body Lotion (27%)
3. Facial Skin Care (20%)

#### Titanium Dioxide - \$6.9B

1. Cosmetics & Nail (45% share)
2. Bath & Shower (24%)
3. Hair Care (15%)

Source: NPD Retail Measurement Services, NielsenIQ, Label Insights, Total Beauty & Personal Care: \$ Sales, 52 weeks ending: December 28, 2024

NielsenIQ

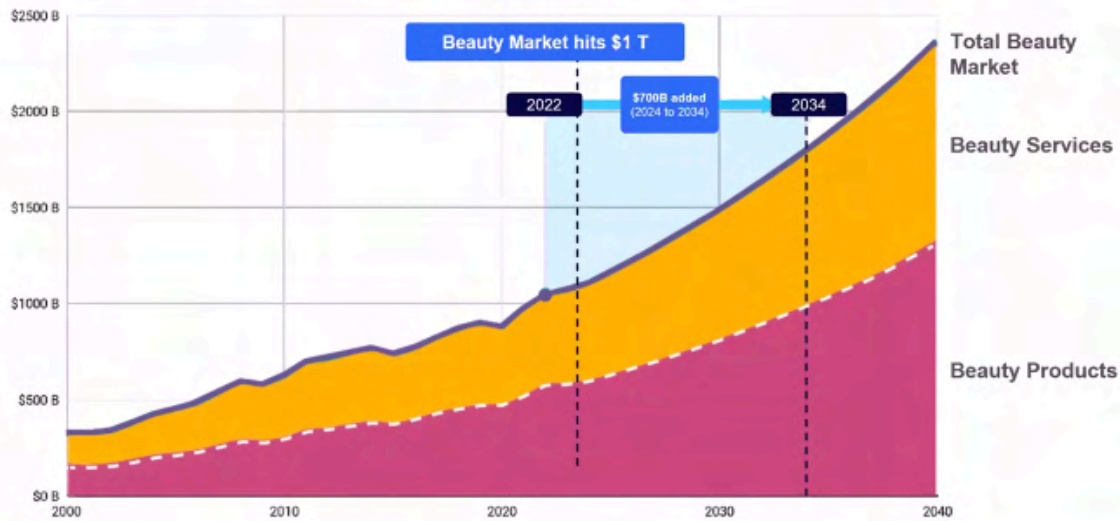
Confidential and proprietary

© 2025 NielsenIQ. All Rights Reserved.

28

## Global Future Forecast

The beauty market has grown to more than a trillion and continues to accelerate



Source: World Data Lab (Nominal USD)

NielsenIQ

WORLD DATA LAB

Confidential and proprietary

© 2025 NielsenIQ. All Rights Reserved.

31



## Luxury Beauty Market Growth & Opportunities

### Key Insights:

- 2024 luxury beauty market valued at \$522B, with the U.S., Germany, and the UK leading.
- By 2034, China & Indonesia will emerge as major players, with Saudi Arabia (#20) and India entering the top 10.

### Opportunities for Luxury:

- **India & Saudi Arabia are fast-growing markets, signaling expansion potential.**
- Brands should invest in localized strategies to capture demand in these emerging beauty economies.



**Unlock the Full View of the Consumer**

*Mastering the art of balance to thrive and shape the future of beauty*

- ❑ The in-store experience is ripe for a comeback, embrace both digital and physical retail channels to deliver comprehensive shopping experiences
- ❑ Master the digital shelf across assortment, managing supply to searchability
- ❑ Blend innovation with sustainability to meet the demands of conscious consumers
- ❑ Cater to generational preferences while ensuring inclusivity and representation
- ❑ Be bold, innovate rooted in authenticity and trust

**NielsenIQ**

Confidential and proprietary © 2025 Nielsen Consumer LLC. All Rights Reserved. 33

## Future Beauty Industry Growth & Opportunities

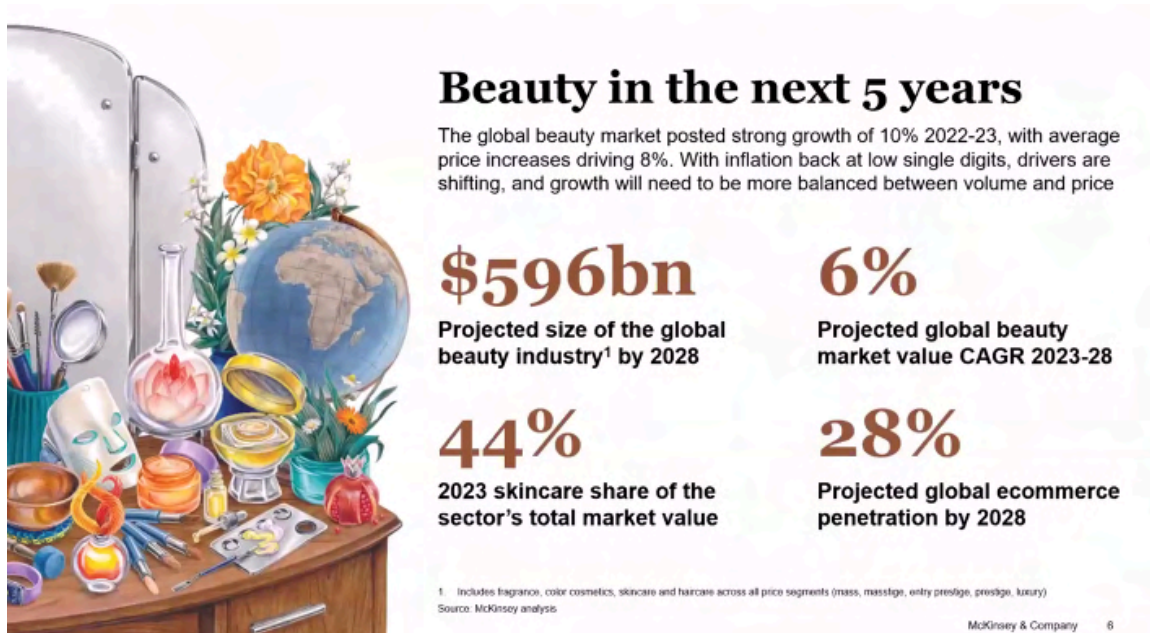
### Key Insights (2023-2028):

- \$596B – Projected global beauty industry size by 2028.
- Skincare remains dominant, holding 44% of total market value.
- 6% CAGR growth expected over the next 5 years.
- E-commerce penetration to reach 28% by 2028.



## Opportunities:

- Skincare's strong market share presents continued investment potential.
- Balancing volume & pricing strategies will be crucial as inflation slows.
- Expanding digital & e-commerce strategies can capture growing online beauty sales.



## Luxury Industry Shifts

### Customer Shifts (Pink):

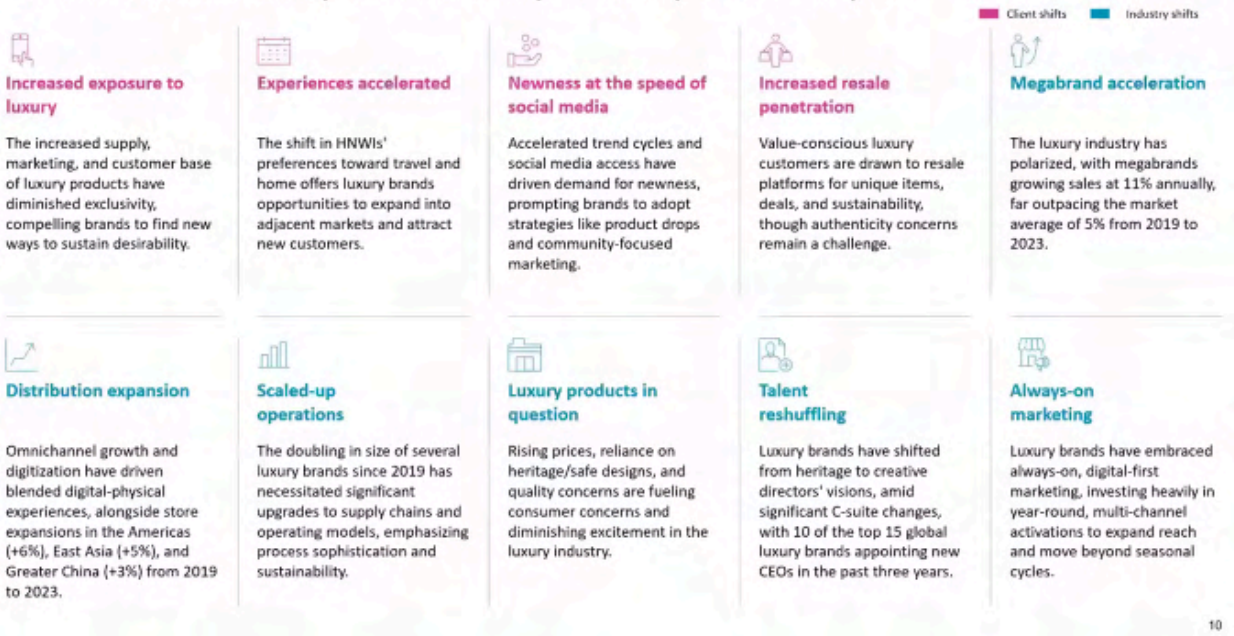
- Increased Exposure to Luxury – Expanded access and marketing have made luxury more accessible, requiring brands to sustain desirability.
- Shift Toward Experiences – High-net-worth consumers prioritize memorable experiences (e.g., travel, exclusivity) over material possessions.
- Social Media Acceleration – Faster trend cycles are pressuring luxury brands to innovate and remain relevant.
- Resale Growth – Luxury resale, particularly handbags, is increasing, making luxury more attainable and reshaping purchasing habits.

### Industry Shifts (Blue):

- Megabrand Acceleration – Big luxury players continue to dominate, growing at 11% annually vs. the market's 5% growth.
- Distribution Expansion – Luxury brands are investing in their own retail stores (e.g., Chanel) to control customer experience.
- Scaling Operations – The growth of large luxury houses has led to increased supply chain investments and operational efficiency.

- Pricing & Value – Rising luxury prices spark debate over value and quality in the evolving market.
- Talent Reshuffling – Small \$1M brands need top talent, while executive turnover continues to impact luxury leadership.
- Always-On Marketing – Brands must embrace a continuous marketing approach across retail, social, and digital to maintain engagement and desirability.

## 10 themes have shaped the luxury industry in recent years



## Key Beauty Trends Shaping the Industry

### 1. Beauty Innovation & Solution-Focused Growth

- Consumer demand for science-driven, wellness-infused beauty is rising.
- Sustainability and inclusivity continue to drive product development.
- Beauty services are expanding in both at-home and medical settings.

### 2. Social Selling & Retail Evolution

- TikTok & social commerce are reshaping beauty retail, especially for Gen Z.
- DTC brands are moving into brick-and-mortar, merging digital and physical shopping.
- Celebrity beauty brands face increasing pressure to deliver value beyond hype.

### 3. Tech-Driven Personalization & Engagement

- Beauty leads tech innovation in retail, offering hyper-personalization online and in-store.
- AI & digital tools are transforming consumer experiences and product discovery.
- Traditional beauty operations are being disrupted by technology-driven efficiency.

Takeaway: Beauty is evolving through innovation, social commerce and tech-driven personalization, redefining how consumers discover and purchase products.

## Several major trends continue shaping the face of beauty

Select deep dives in appendix



### Evolving consumer expectations drive innovation

- A** New beauty routines drive demand for new product categories
- B** Lines are blurring between wellness and beauty
- C** Science-driven beauty continues to progress
- D** Beauty services grow in popularity both at home and in medical settings
- E** Inclusive beauty continues to expand
- F** Sustainability continues to shape beauty



### New dynamics shape the future of beauty retail

- G** The bar for successful celebrity-founded beauty brands is rising
- H** TikTok continues to shape beauty for Gen-Z
- I** Social selling is expanding its appeal to the West
- J** DTC ventures into brick-and-mortar retail



### Beauty tech affects products, production and user engagement

- K** Personalization drives innovation across brands and retailers
- L** Technology disrupts traditional beauty operations

Luxury's value equation — and the relationship between price and quality — is in question



Customers are questioning whether luxury products are worth their high price tags



**Price increases** are hitting ceilings across all customer segments



Customer **brand loyalty** is at risk in the absence of innovation and consistent quality standards



Customers increasingly value **experiences** over luxury goods



**In-store shopping** does not deliver a consistent luxury experience



Customers express concerns around **ethical craftsmanship** in luxury

## Opportunities for Beauty Brands

1. Strategic Brand Reset – Companies must redefine core values and clarify brand positioning to stay relevant.
2. Product Excellence & Quality – Restoring high-quality standards can drive consumer trust and long-term loyalty.
3. Authentic Customer Engagement – Brands should rethink their approach to consumers, focusing on genuine connections and meaningful experiences.
4. Bridging the Talent Gap – Addressing leadership evolution and attracting top talent will be critical for sustained growth.
5. Futureproofing Growth – Exploring new categories and innovations will help accelerate long-term brand success.

### Search & Discovery Opportunity

- 15% of Google searches daily are brand new, highlighting the ever-changing consumer interests and the need for agile digital strategies to capture demand.

Brands that embrace innovation, talent development, and authenticity will be best positioned for future success.



**15%**

OF SEARCHES GOOGLE SEES EACH DAY  
**ARE NEW**

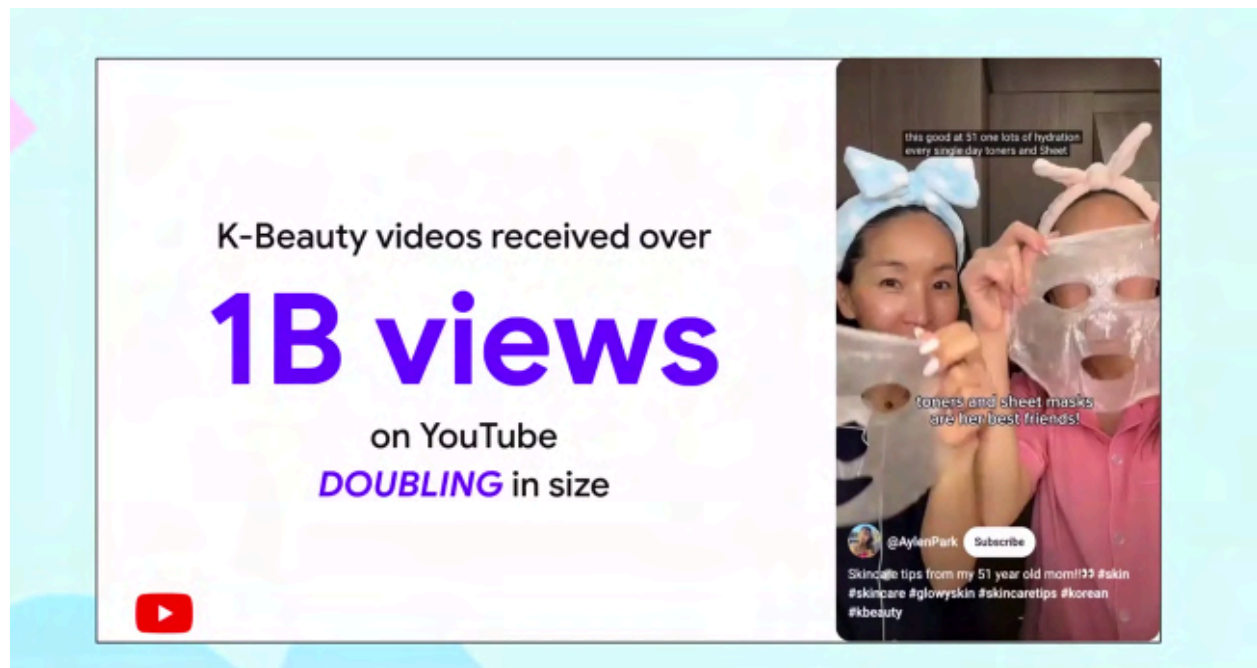


## K-Beauty's Growing Influence

### Key Drivers of K-Beauty's Popularity:

- Influencing through Videos – K-Beauty dominates platforms like YouTube and TikTok, with 1B+ views showcasing trends.
- Accessibility & Pricing – Affordable yet high-quality formulations make K-Beauty products widely appealing.
- Associations with Skincare Brands – K-Beauty is strongly linked to innovative skincare routines, driving credibility.
- Trend-Led Innovation – Rapidly evolving product innovations (e.g., glass skin, snail mucin) keep consumers engaged.
- Holistic Beauty Approach – K-Beauty emphasizes skin-first philosophy, integrating wellness and beauty.

With video-driven engagement and strong brand associations, K-Beauty continues to shape global skincare trends.





## Opportunities: 2025 Trending Beauty Claims and Trending Ingredients

### 2025 TRENDING CLAIMS

Claims per category ranked by increase in average monthly search volume:

#### SKINCARE

Trend	Increase +
cooling	<b>+5.9K</b>
anti blemish	<b>+4.8K</b>
extra strength	<b>+2.5K</b>
pore control	<b>+2.3K</b>
refreshing	<b>+2.0K</b>
glowy	<b>+1.7K</b>
effective	<b>+1.6K</b>
strong	<b>+1.5K</b>
reverse	<b>+1.5K</b>
blurring	<b>+1.4K</b>

#### HAIR

Trend	Increase +
demi permanent	<b>+10.7K</b>
weightless	<b>+5.5K</b>
glossy	<b>+5.2K</b>
oil control	<b>+5.0K</b>
speed	<b>+4.5K</b>
bond repair	<b>+4.3K</b>
infused	<b>+4.1K</b>
fungal acne free	<b>+2.9K</b>
lightweight	<b>+2.7K</b>
strong	<b>+2.5K</b>

#### MAKEUP

Trend	Increase +
moisture	<b>+20.0K</b>
cooling	<b>+9.7K</b>
weightless	<b>+6.7K</b>
creaseless	<b>+5.3K</b>
corrective	<b>+3.8K</b>
thicker	<b>+2.7K</b>
non toxic	<b>+2.0K</b>
hydration	<b>+1.9K</b>
refining	<b>+1.8K</b>
water resistant	<b>+1.4K</b>

Source: Google Search data, average monthly search volume increase, comparing the past 12 months ending December 2024 vs the 12 months prior (US).

### 2025 TRENDING INGREDIENTS

Ingredients per category ranked by increase in average monthly search volume:

#### SKINCARE

Trend	Increase +
rice	<b>+22.4K</b>
hypochlorous acid	<b>+19.8K</b>
beef tallow	<b>+19.2K</b>
strawberry	<b>+14.5K</b>
jojoba oil	<b>+8.6K</b>
ginseng	<b>+8.5K</b>
propolis	<b>+8.2K</b>
lavender	<b>+8.0K</b>
alpha hydroxy acid	<b>+7.4K</b>
noni	<b>+6.1K</b>

#### HAIR

Trend	Increase +
mint	<b>+10.2K</b>
ketoconazole	<b>+7.8K</b>
batana oil	<b>+4.5K</b>
moringa	<b>+3.1K</b>
spironolactone	<b>+3.0K</b>
vanilla	<b>+2.8K</b>
oats	<b>+2.6K</b>
salicylic acid	<b>+2.2K</b>
murumuru	<b>+2.1K</b>
awapuhi	<b>+1.8K</b>

#### FRAGRANCE

Trend	Increase +
vanilla	<b>+8.0K</b>
sandalwood	<b>+7.7K</b>
tobacco	<b>+3.4K</b>
lime	<b>+3.2K</b>
caramel	<b>+2.7K</b>
vetiver	<b>+2.6K</b>
matcha	<b>+2.3K</b>
berry	<b>+2.1K</b>
lemon	<b>+2.0K</b>
tangerine	<b>+2.0K</b>

Source: Google Search data, average monthly search volume increase, comparing the past 12 months ending December 2024 vs the 12 months prior (US).

## 2025: THE NEW RULES OF BEAUTY



FOOD IS  
SHAPING  
BEAUTY



SPLURGES ARE  
SMALL BUT  
SENSORIAL



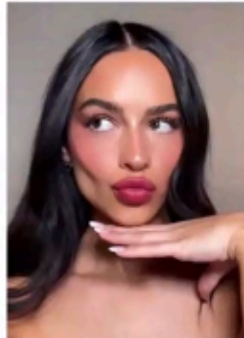
LONGEVITY  
IS GOING  
MAINSTREAM

### Trends and Opportunities:

## FOOD IS SETTING THE TONE FOR BEAUTY AESTHETICS



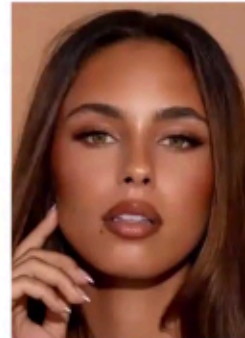
  
**CINNAMON  
GIRL MAKEUP**  
**+353.1%**  
year on year  
growth



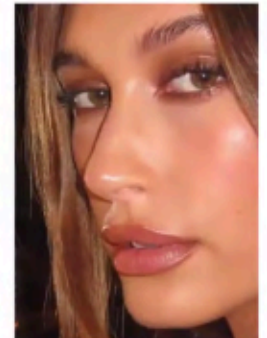
  
**RED WINE  
GIRL MAKEUP**  
**+25.8%**  
year on year  
growth



  
**CRANBERRY  
MAKEUP**  
**+372.5%**  
year on year  
growth



  
**HOT CHOCOLATE  
MAKEUP**  
**>1,000%**  
year on year  
growth



  
**ESPRESSO  
MAKEUP**  
**+49.7%**  
year on year  
growth

## AND CREATING A NEW VOCABULARY FOR HAIR COLOR



**CHERRY COLA HAIR**  
**+353.1%**  
year on year growth



**CHOCOLATE BROWN HAIR**  
**+25.8%**  
year on year growth



**COFFEE BROWN HAIR**  
**+372.5%**  
year on year growth



**CARAMEL MACCHIATO HAIR**  
**>1,000%**  
year on year growth



**CINNAMON HAIR**  
**+49.7%**  
year on year growth



**MUSHROOM BROWN HAIR**  
**+34.3%**  
year on year growth



**MILK TEA HAIR**  
**+40.3%**  
year on year growth

Source: Spate Popularity Index, year-over-year growth comparing the past 12 months ending December 2024 vs the 12 months prior (US) across TikTok and Google.

SPATE 21

## CONSUMERS ARE EMBRACING BROADER SCENT OPTIONS



**MATCHA PERFUME**  
**+241.0%**  
year on year growth

**PISTACHIO PERFUME**  
**+68.5%**  
year on year growth

**CREME BRULEE PERFUME**  
**>1,000%**  
year on year growth

**RICE PERFUME**  
**>1,000%**  
year on year growth

**COFFEE PERFUME**  
**+159.6%**  
year on year growth

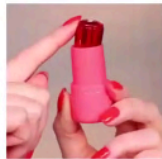
**RUM PERFUME**  
**+167.5%**  
year on year growth

Source: Spate Popularity Index, year-over-year growth comparing the past 12 months ending December 2024 vs the 12 months prior (US) across TikTok and Google.

SPATE 22



FOOD IS STARTING TO SHAPE THE EXPERIENCE BEYOND COLOR AND SCENT, IT'S INSPIRING NEW BEAUTY FORMATS



**JELLY  
BLUSH**  
**>1,000%**  
year on year growth



**PUDDING  
POT**  
**>1,000%**  
year on year growth



**WHIPPED  
SUNSCREEN**  
**+649.1%**  
year on year growth

Source: Spate Popularity Index, year-over-year growth comparing the past 12 months ending December 2024 vs the 12 months prior (US) across TikTok and Google.

SPATE

### Opportunities: Food-Inspired Beauty Trends

The food industry is influencing beauty innovation, inspiring new ingredients, scents, and playful product names that drive engaging campaigns.

Key Trends:

- Pistachio (+75.6% YOY growth) – A rising flavor and scent inspiration in beauty.
- Swedish Candy (>1,000% YOY growth) – Bright, playful themes resonate with younger consumers.

Opportunity:

**Brands can leverage food-inspired concepts to create sensory-driven beauty products, nostalgic scents, and viral marketing campaigns that enhance consumer appeal.**


LOOK TO THE FOOD CATEGORY FOR INSPO



## Opportunity: Gen Z Splurges on Bag Charms & Bag Maxing

Gen Z embraces collectible trinkets as emotional support items, fueling trends like bag charms and bag maxing as expressions of personal style. Nostalgic, cute and blind-box collectibles are especially popular.

Takeaway: Brands can tap into customization and collectible culture to drive engagement and impulse purchases.

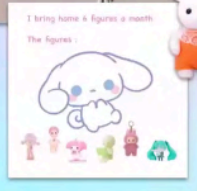




MIFFY FIGURINES FILL A VOID

### Young people treat themselves to trinkets

- Gen Z loves to collect "emotional support" trinkets: affordable, palm-sized pieces of joy often based on nostalgic IP (Miffy, Sanrio, Snoopy, Calico Critters).
- "Blind box" (aka "gacha") toys like Sonny Angel and Smiski are especially popular because they provide an addictive mini-rush with every unboxing.
- Bag charms and bag-maxing have exploded as customizable expressions of personal style.

**TAKEAWAY**  
In response to lifestyle squeeze and a climate of uncertainty, Gen Z opt for collecting cute, comforting, and affordable trinket "treats."

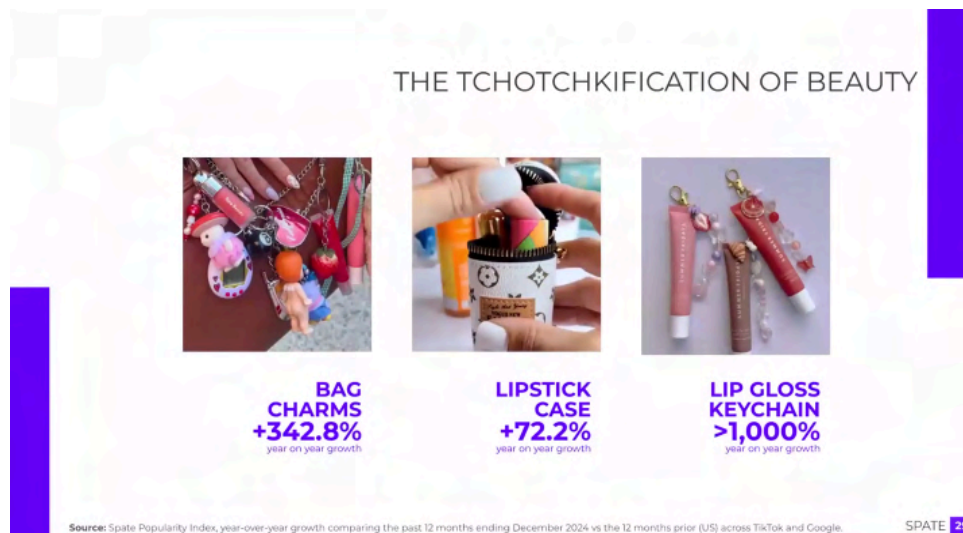


YouTube Strategy, Insights & Analytics, Marketing

## Opportunity: The Tchotchkefication of Beauty

Beauty is embracing collectibility and personalization, with nails, face products, hair gems, pimple patches and numerous other accessories becoming playful, customizable and impulse-driven.

Takeaway: Brands can capitalize on mini, decorative, and collectible beauty items that align with Gen Z's love for cute, nostalgic, and expressive trends.





## Splash of Color – Bold Mascara & Glitter Trends

Consumers are embracing vibrant lashes as an easy way to add bold, creative touches to their beauty routines.



## Trend: Content-Driven Shopping

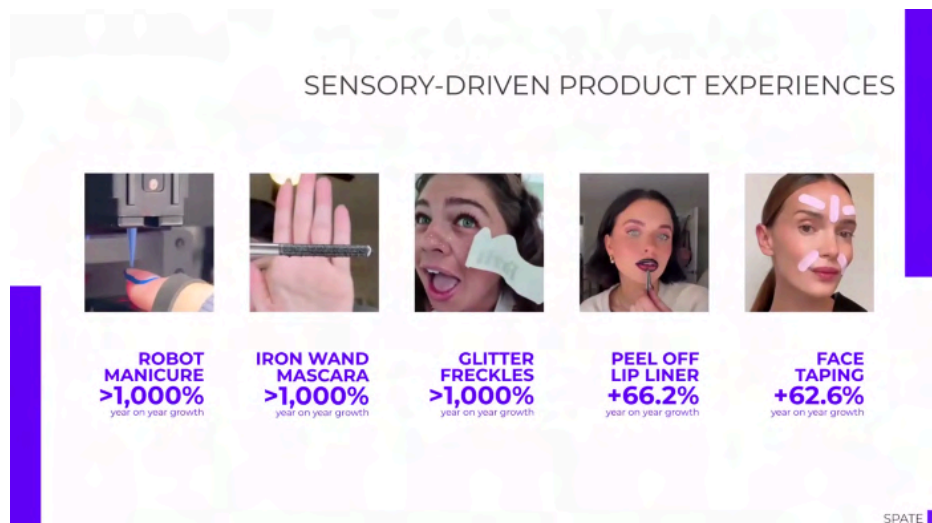
Trending Formats:

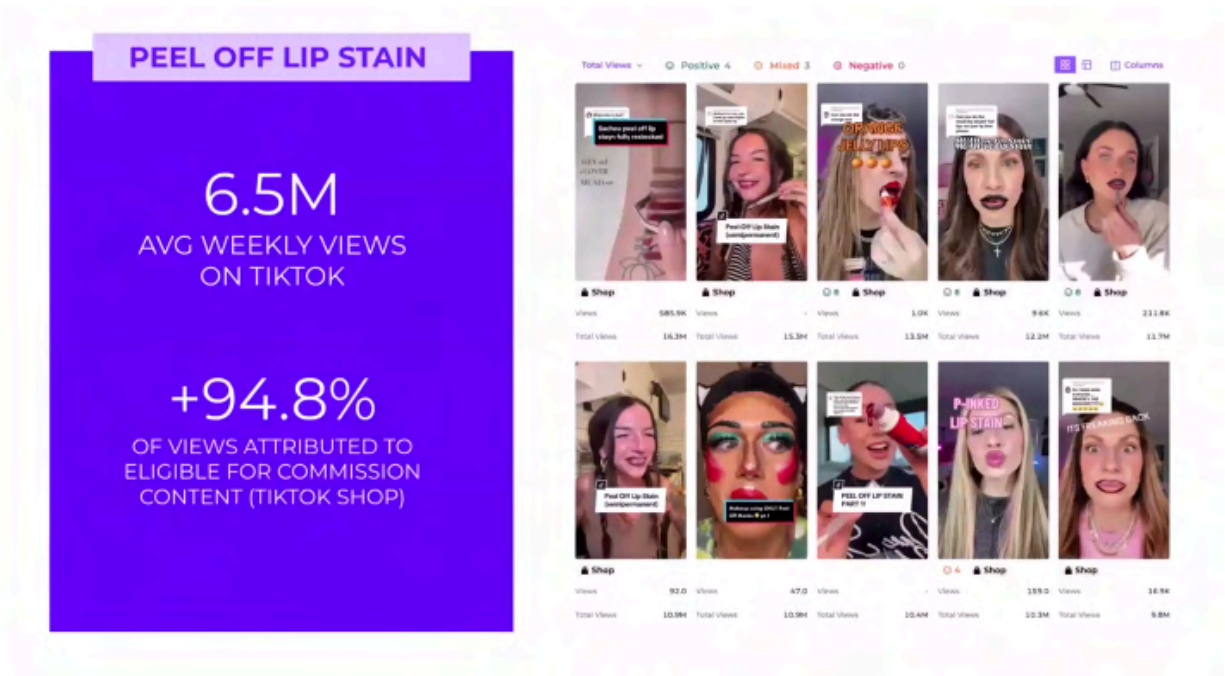
- "Get Ready With Me" (GRWM) – Influencer-led beauty routines fuel engagement.
- "Eligible for Commission" Content – TikTok Shop integrations drive seamless purchasing.

Opportunities:


- Boosts brand awareness through authentic creator-led storytelling.
- Drives impulse purchases, merging entertainment with e-commerce.
- Enhances consumer engagement, making beauty discovery more interactive.

Brands should leverage TikTok's content-commerce model to maximize reach and conversion.





# 2025: THE NEW RULES OF BEAUTY



**LONGEVITY  
IS GOING  
MAINSTREAM**

**Opportunity: Science-Driven Anti-Aging**

Consumers are actively educating themselves on aging and seeking science-backed solutions to slow the process and support skin recovery from lasers and facials.

## CONSUMERS WANT TO UNDERSTAND THE SCIENCE BEHIND POSITIVE AGING



The skin microbiome is made of bacteria, fungi and viruses that colonize on the top layer of skin.

**POSITIVE AGING**  
**>1,000%**  
year on year growth

**SKIN MICROBIOME**  
**+598.0%**  
year on year growth

**EXOSOME INJECTIONS**  
**+259.7%**  
year on year growth

**CELLULAR SENESCENCE**  
**+46.2%**  
year on year growth

Source: Spate Popularity Index, year-over-year growth comparing the past 12 months ending December 2024 vs the 12 months prior (US) across TikTok and Google.

SPATE

### Opportunity: Skincare for Post-Treatment Recovery

Rising demand for laser and advanced facials creates opportunities for pre- and post-procedure skincare solutions to support healing and longevity.



## LONGEVITY IN SKINCARE

**SALMON SPERM FACIAL**  
**>1,000%**  
year on year growth

**POTENZA**  
**+187.7%**  
year on year growth

**PICO LASER TREATMENT**  
**+157.5%**  
year on year growth

**O2 FACIAL**  
**+573.1%**  
year on year growth

**DERMAV LASER**  
**+165.5%**  
year on year growth

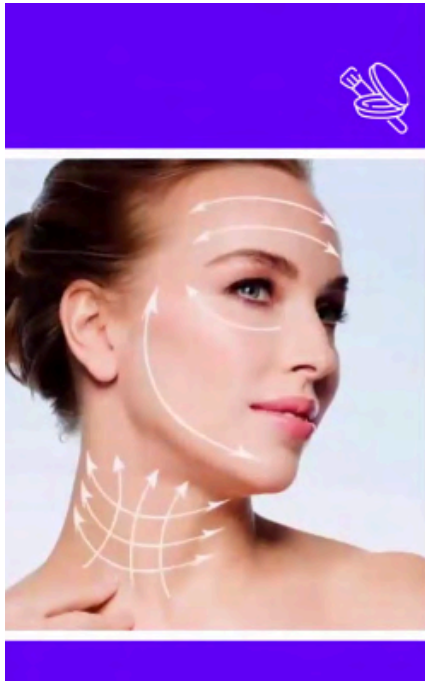
**LASER FACIAL**  
**+40.7%**  
year on year growth

Source: Spate Popularity Index, year-over-year growth comparing the past 12 months ending December 2024 vs the 12 months prior (US) across TikTok and Google.

SPATE

## Opportunity: The Facelift Trend Resurges

Facelifts are making a comeback, driven by fillers and deep plane techniques, redefining modern cosmetic enhancements.



### LONGEVITY IN COSMETICS

**NEFERTITI  
LIFT**  
**+700.2%**  
year on year growth

**HYALURONIC  
LIP PEN**  
**+157.3%**  
year on year growth

**DEEP PLANE  
FACELIFT**  
**+33.5%**  
year on year growth

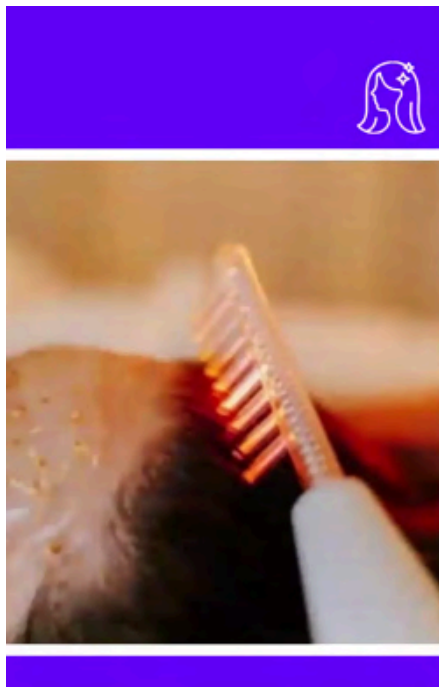
**RENUVA**  
**+164.9%**  
year on year growth

**BLEPHARO-  
PLASTY**  
**+50.1%**  
year on year growth

**NECK  
LIFT**  
**+28.3%**  
year on year growth

Source: Spate Popularity Index, year-over-year growth comparing the past 12 months ending December 2024 vs the 12 months prior (US) across TikTok and Google.

SPATE 39



### LONGEVITY IN HAIR

**HIGH FREQUENCY  
COMB**  
**>1,000.0%**  
year on year growth

**SCALP  
SPA**  
**+370.4%**  
year on year growth

**HAIR  
VITAMINS**  
**+50.7%**  
year on year growth

**RED LIGHT  
SCALP THERAPY**  
**+375.8%**  
year on year growth

**TRICHOLO-  
GIST**  
**+61.5%**  
year on year growth

**HEAD  
SPA**  
**+35.1%**  
year on year growth

Source: Spate Popularity Index, year-over-year growth comparing the past 12 months ending December 2024 vs the 12 months prior (US) across TikTok and Google.

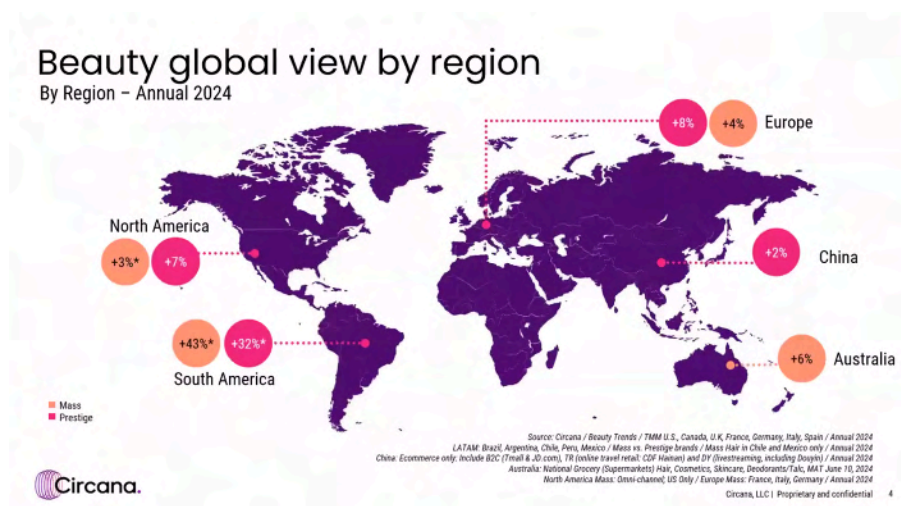
SPATE 40

## Circana's 2024 Beauty Industry Review

Beauty led retail growth in 2024, with mass, masstige and prestige shifts driven by Gen Alpha to Gen X. The "joy economy" is blending beauty and wellness, reshaping demand. Here is our recap from **Larissa Jensen** for insights on holiday sales, top launches and standout brands:

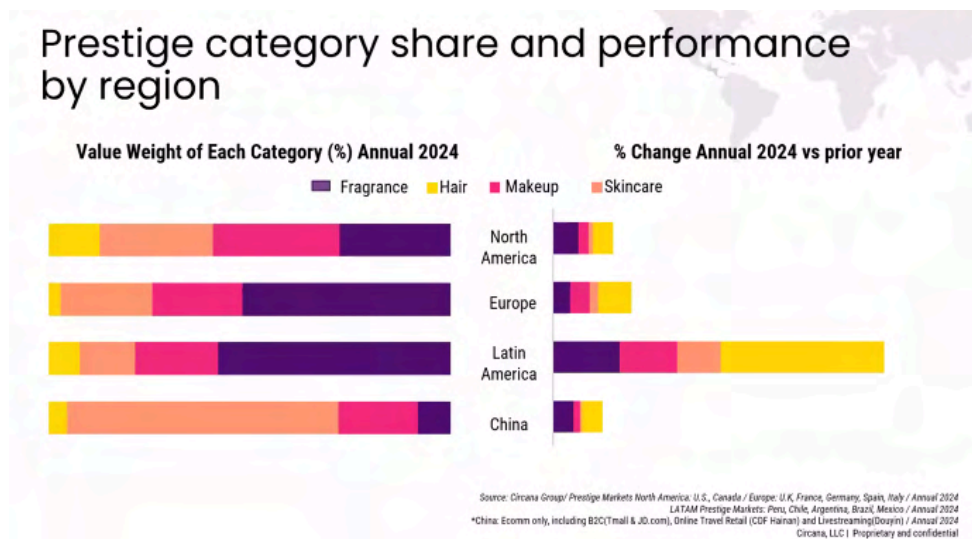
### Opportunity: Global Beauty Growth Trends

Prestige beauty continues its 4-year growth streak across most regions, while South America sees stronger gains in Mass vs. Prestige.



### Opportunity: Hair Leads Prestige Growth

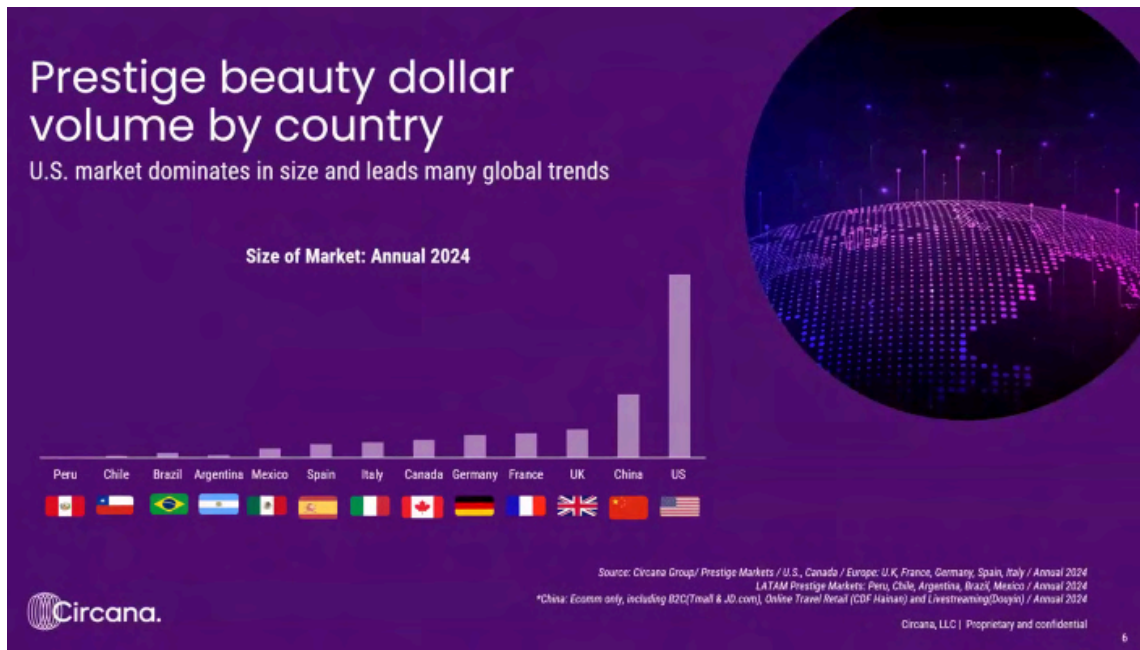
Hair shows the strongest growth across all regions, marking the top-performing prestige category in 2024.





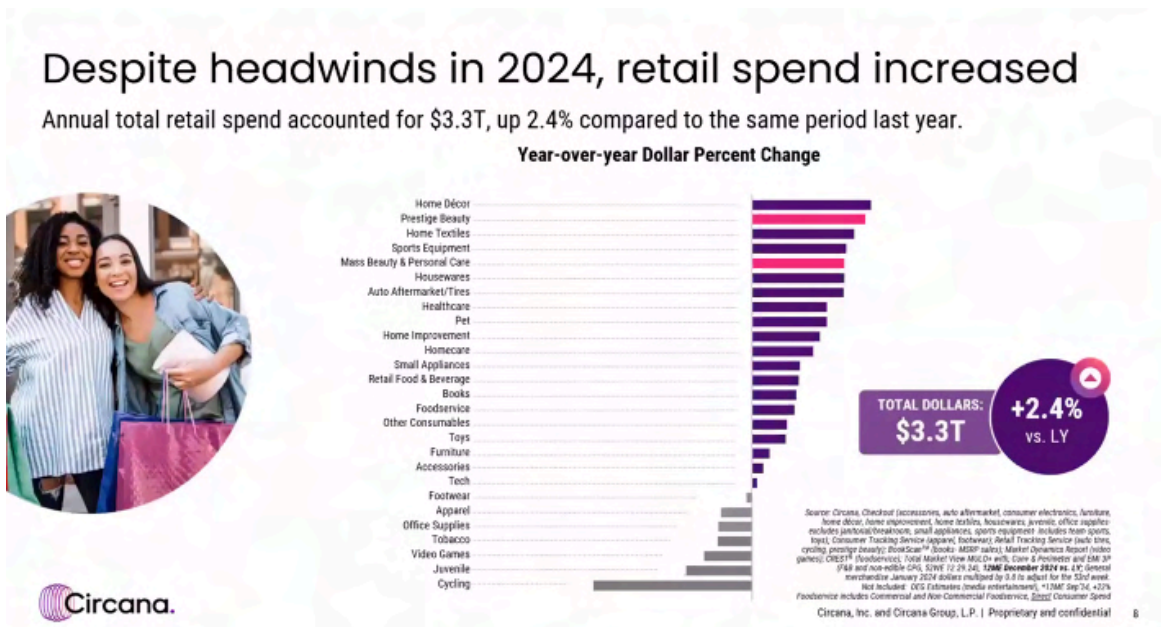
## U.S. Beauty Market Stabilization

The U.S. remains the dominant leader in prestige beauty dollar volume, driving global trends amid market stabilization.



## Opportunity: Beauty Among Top Growth Industries

Beauty remains a top performer in the \$3.3T retail market, with Prestige Beauty ranking in the top 5 fastest-growing industries.



## U.S. Beauty Market Growth

Beauty grew +3% in the U.S., reaching \$119B in 2024.



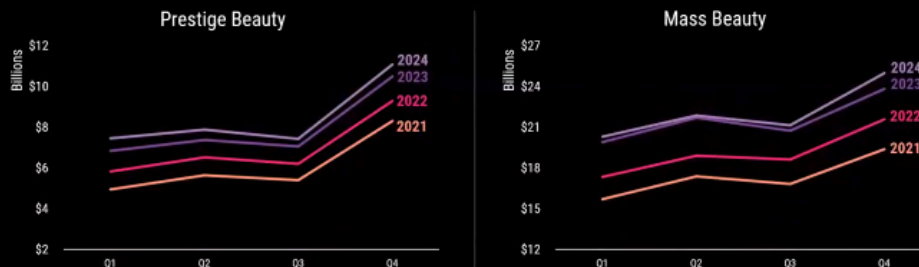
## 2024: Stabilization of Growth

The U.S. beauty market saw steady growth, reaching \$119B with a +3% increase.

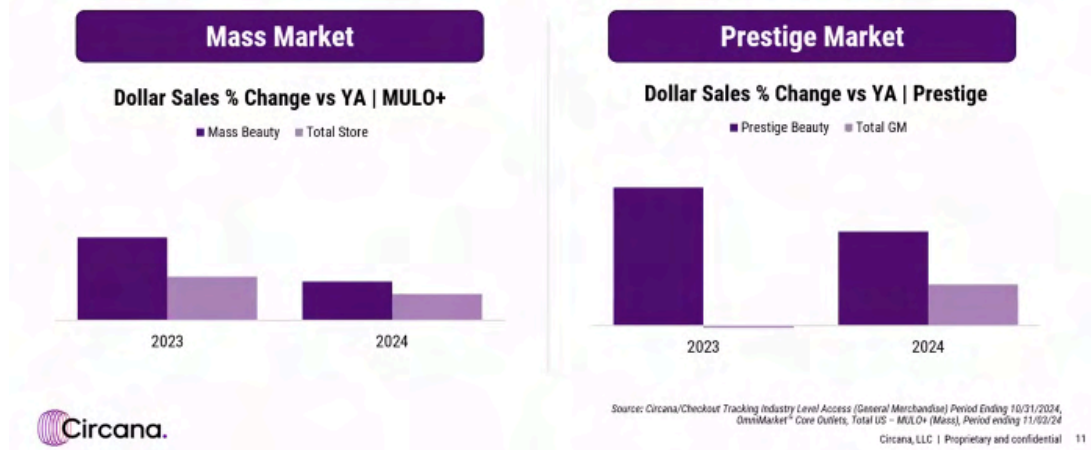
## Mass and prestige markets stabilize

While prestige and mass markets continue to grow, both are stabilizing after several years of stronger increases.

Quarterly Dollar Volume by Retail Market



## Beauty growth is outpacing other departments across mass and prestige retailers

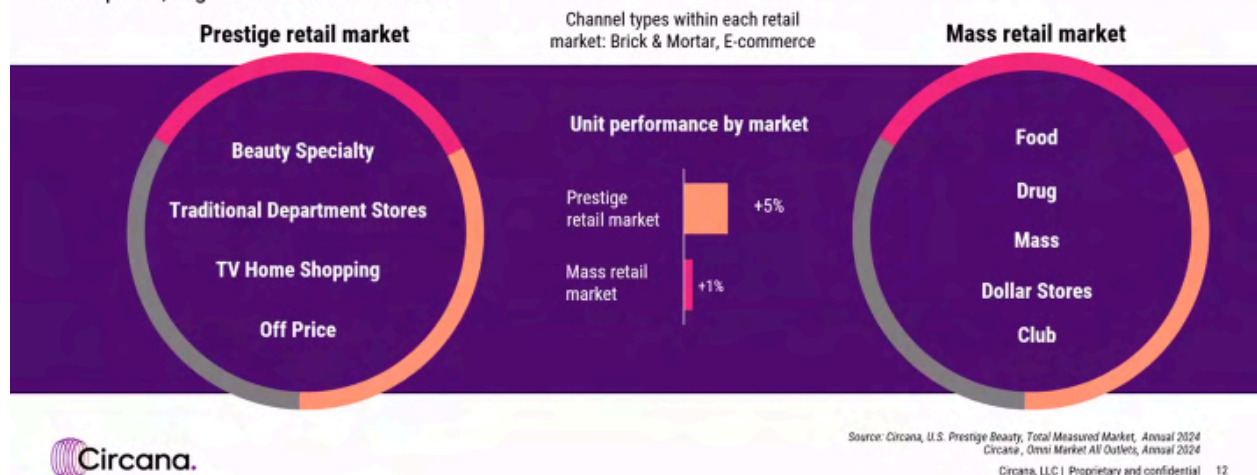


### Consumer Behavior Insights

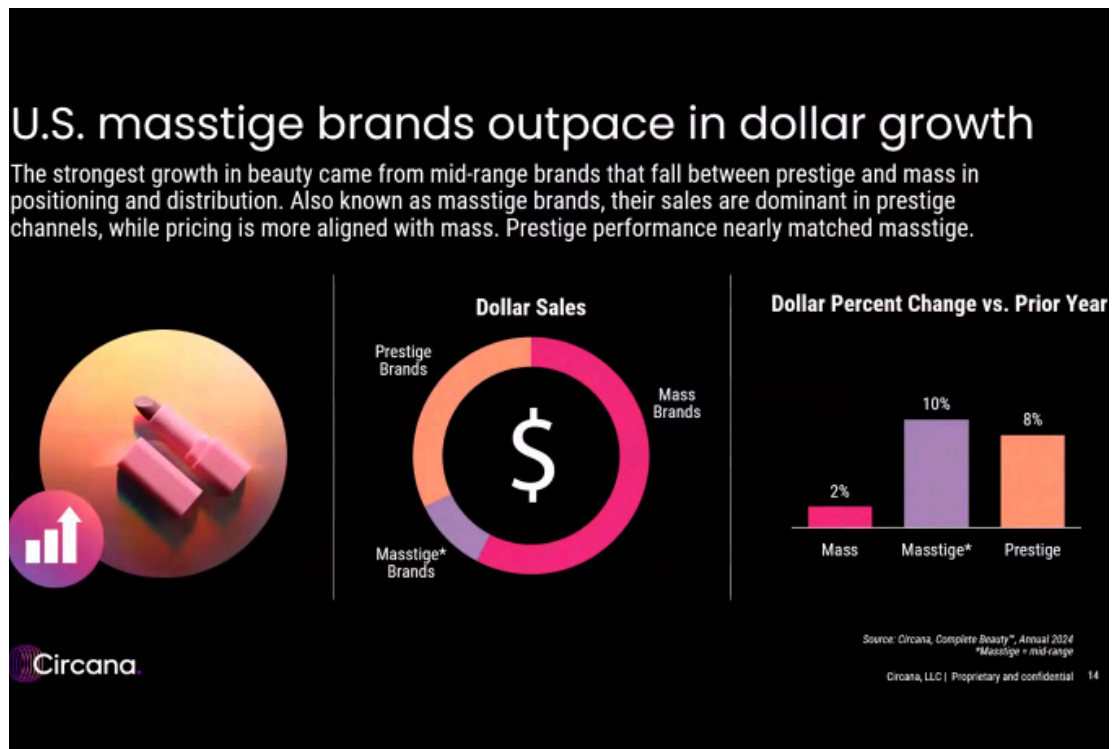
POS data reveals shifts in beauty retail, with mass market growing +11% and prestige +5% across multiple retailers.

## Beauty retail markets defined

Circana captures point-of-sale data across mass retail and prestige retail. When reported in this way it shows sales by retail markets. Brand volume sold within that retail market would fall into the market where the sales take place, regardless of brand class.



**Opportunity:** Mass beauty is surging—growing 2x faster and 8 points ahead of prestige.



## Complete beauty category sales performance

Dollar Volume and Year-over-Year Percent Change by Category



SKINCARE



MAKEUP



HAIR



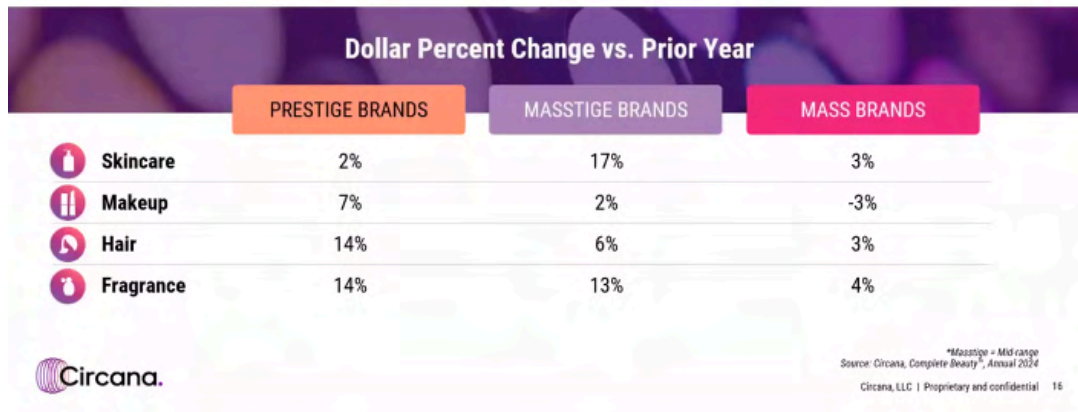
FRAGRANCE



**Opportunities:** Masstige is driving skincare and fragrance growth, while prestige sees strong gains in makeup, hair, and fragrance.

## Strongest growth from prestige and masstige

A bifurcation of brand type performance is occurring within the beauty categories as prestige brands outpace within makeup, hair and fragrance, and masstige brands largely drive growth for skincare. Mass brands underperformed.



Drug stores saw the biggest decline, ranking 4th across channels and 2nd in Mass retailers. Store closures and theft-prevention measures are negatively impacting the shopping experience

## Most beauty retail channels posted growth

Drug stores remain challenged by less foot traffic and continued store closures.

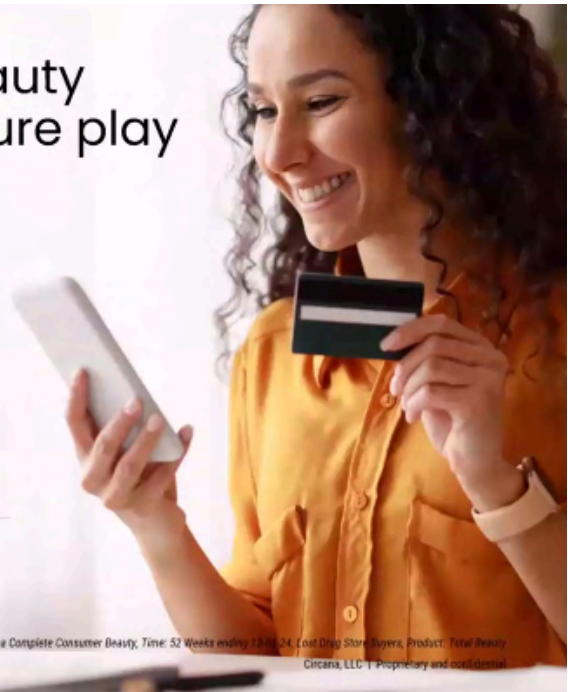


**Opportunity:** As drug store closures continue, beauty shoppers are shifting their spending to Mass retailers and Pure Play Ecommerce, driving growth in these channels.

## Drug store buyers shift beauty dollars to mass & online pure play

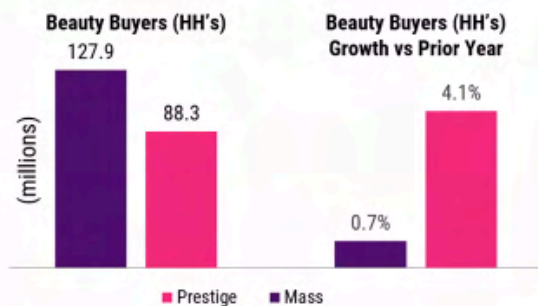


Circana Complete Consumer Beauty, Time: 52 Weeks ending 12-01-24, Lost Drug Store Buyers, Product: Total Beauty  
Circana, LLC | Proprietary and confidential



## Mass and prestige beauty growth driven by an increase in buyers

Mass retail has larger customer reach (penetration), but prestige is gaining category buyers at a faster rate.



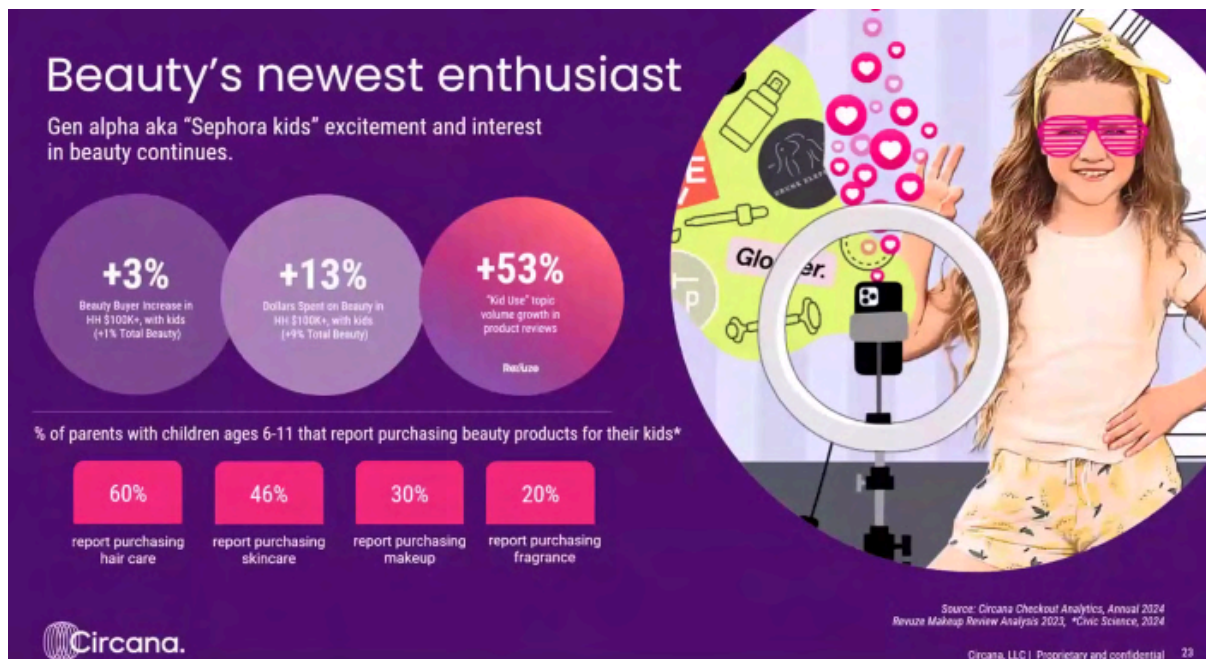
Circana Complete Consumer Beauty, Time: 52 Weeks ending 12-01-24, Venue: All Venues, Product: Total Beauty

Circana, LLC | Proprietary and confidential 20





**Opportunity:** Gen Alpha, or "Sephora Kids," are emerging as beauty's newest enthusiasts, with parents increasingly purchasing hair care, skincare, makeup, and fragrance for young consumers.





**Opportunity:** Gen Z is a key beauty consumer, with 71% using makeup and 50% preferring upscale brands, making them a lucrative target for premium beauty.



**Opportunity:** Gen X over-indexes in purchasing beauty products as a self-treat, making them a key demographic for indulgence-focused marketing.





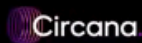
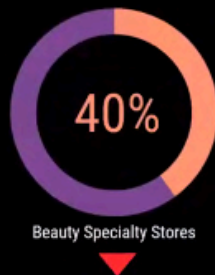
### Opportunity:

44% of prestige beauty sales now include Amazon, contributing to the category's growth shift.

## Share shifts across prestige beauty channels

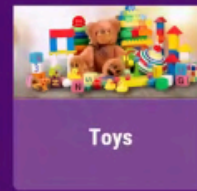
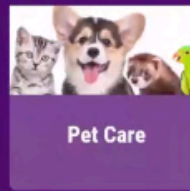
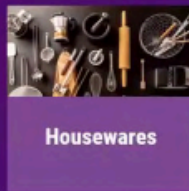
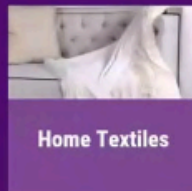
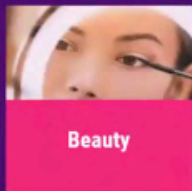
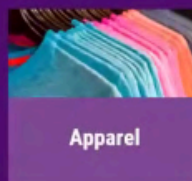
Beauty specialty and department stores lost share to the remaining prestige market.

Market Share of Prestige Beauty (\$) and Market Share Point Change Based on Consumer Receipts



Source: Circana / Checkout / Annual 2024  
Circana, LLC | Proprietary and confidential 26

## Beauty is among top ten categories purchased on Amazon



Circana Complete Consumer, Time: 52 Weeks ending 12-01-24, Vendor: Amazon  
Circana, LLC | Proprietary and confidential 27

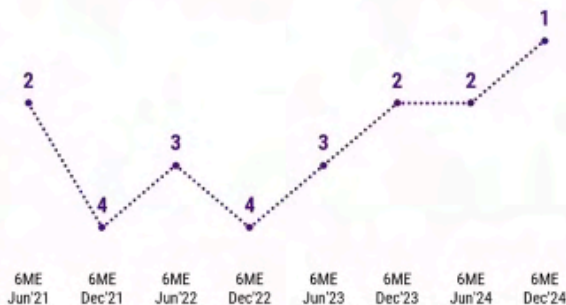
Amazon's brand expansion has propelled it to the #1 retailer position in prestige beauty for the last six months of 2024.

## New at Amazon in 2024

Amazon continues to expand its brand mix with traditional prestige brands leading to an increase in rank.



Amazon Dollar Rank within Prestige Beauty

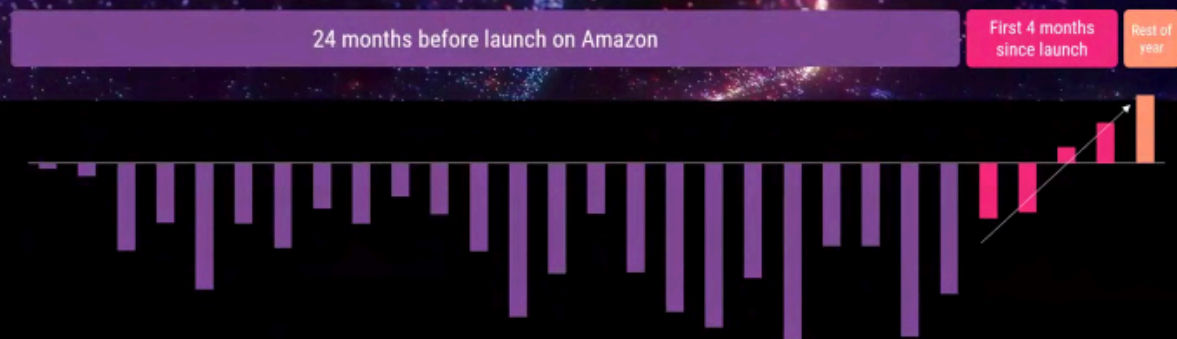


Circana / Checkout Omnipanel Tracking, 2021 - 2024  
Circana, LLC | Proprietary and confidential 28

## Amazon launch impact on brand dollar share

Within 2 months of launching on Amazon, one brand reversed their share loss trend over past two years.

Division Dollar Share Point Change within Prestige Retail vs. Year Ago



Circana.

Source: Circana, Prestige Beauty, Total Measured Market  
Circana, LLC | Proprietary and confidential 29

# Beauty ranks as top industry in TikTok Shop

## Top 5 product categories in U.S. TikTok Shop sales



Source: Charm IQ, Annual 2024

Circana, LLC | Proprietary and confidential 30

## TikTok Shop Drives Beauty Purchases Among Younger Consumers

TikTok Shop is driving beauty purchases, especially among younger consumers, 46% of shoppers aged 18-34 have made a purchase. The top categories include skincare, makeup and hair care, highlighting strong engagement in viral beauty trends.

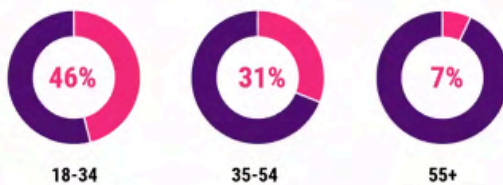
## A pulse on the TikTok Shop

About a quarter of consumers have made a purchase from the TikTok Shop, over-indexing among younger consumers looking for the latest viral beauty products.

### Have you ever made a purchase from the TikTok Shop?

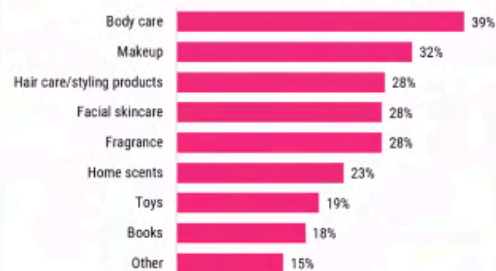
By age group

■ Yes ■ No



### Which of the below listed categories have you ever purchased from TikTok Shop?

Among those who have purchased on TikTok Shop



Source: Circana, Omnibus Survey, August 2024

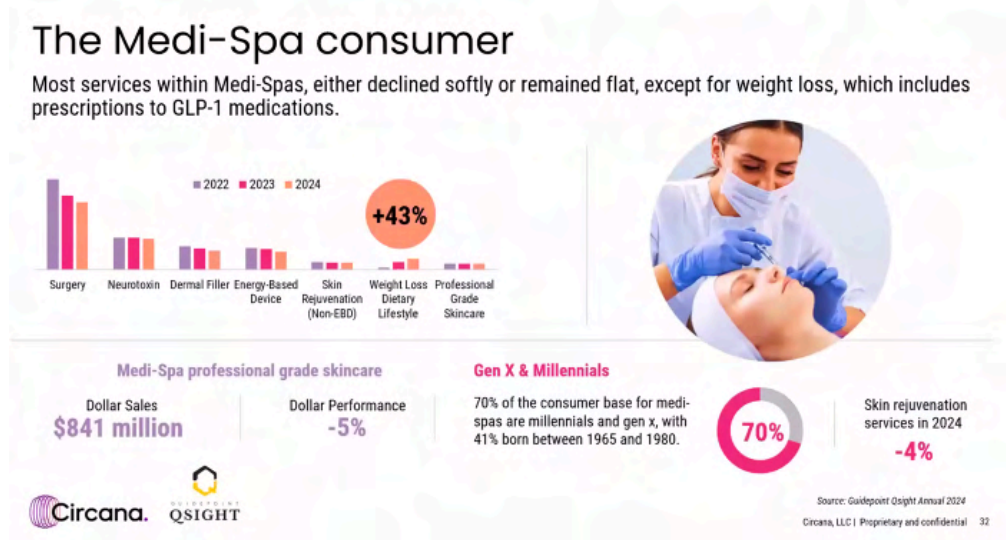
Q: Which of the below listed categories have you ever purchased from TikTok Shop? Base: 1,023 Those who have purchased on TikTok Shop, Base 287

Circana, LLC | Proprietary and confidential 31



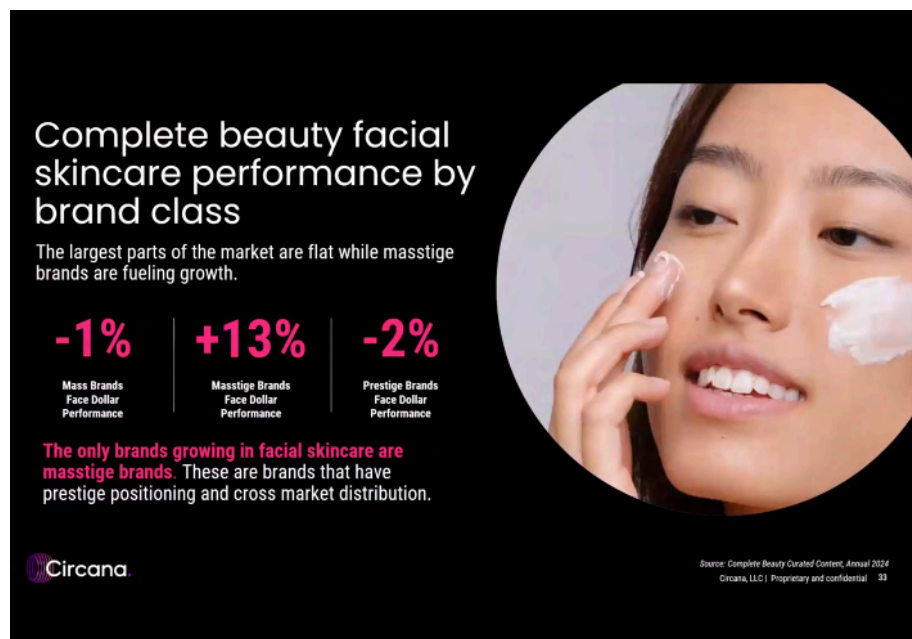
## Opportunities: Medi-Spas See Surge in Weight Loss Services

Weight loss purchases in Medi-Spas have surged by 43%, driven by demand for GLP-1 medications. While most other spa services have remained flat or declined, weight loss treatments continue to be a strong growth category, particularly among Gen X and Millennial consumers.



## Masstige Skincare Leads Growth Amid Softening Sales

High-end skincare in Medi-Spas and mass brands experienced a decline, while masstige brands saw a 13% increase. The strength of masstige lies in its blend of prestige positioning and cross-market distribution, making it the only growing segment in facial skincare.

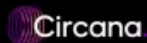
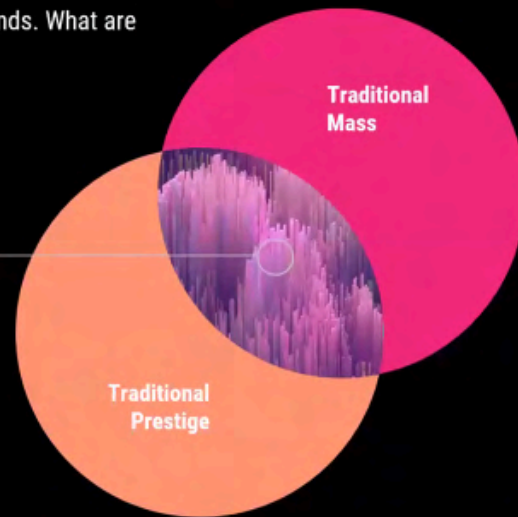




# What is it about Masstige?

The fastest growth in skincare can be found in masstige brands. What are they doing to win consumers?

- **Traditional Mass Skincare**  
Mass skincare is easily accessible with effective formulas at palatable price points and while efficacious, remains uncomplicated.
- **Intersection**  
Masstige brands offer the consumer affordability without compromising on confidence, quality or efficacy.
- **Traditional Prestige Skincare**  
Historically priced above \$30, prestige skincare has elevated formulas with technologically advanced ingredients.

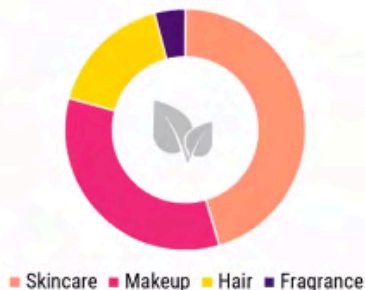


Circana, LLC | Proprietary and confidential 34

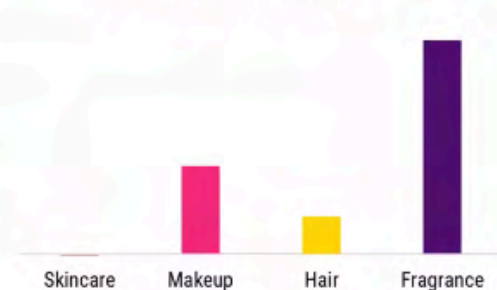
## Clean beauty in prestige retail is growing +9%

While skincare is the largest category within clean beauty, makeup, hair and fragrance are growing as clean skincare softened in 2024.

**Clean Beauty Dollar Share**  
By Category



**Clean Beauty**  
Dollar Performance by Category



Source: Circana / BeautyTrends Total Measured Market, Annual 2024

Circana, LLC | Proprietary and confidential 43

### Opportunity: Prestige Body Care Leads Growth

Prestige body care was the fastest-growing category, with nearly 70% of incremental dollar gains coming from hand soap and body cream. Retinol-infused and shimmer body products also saw notable growth, outpacing the overall segment.

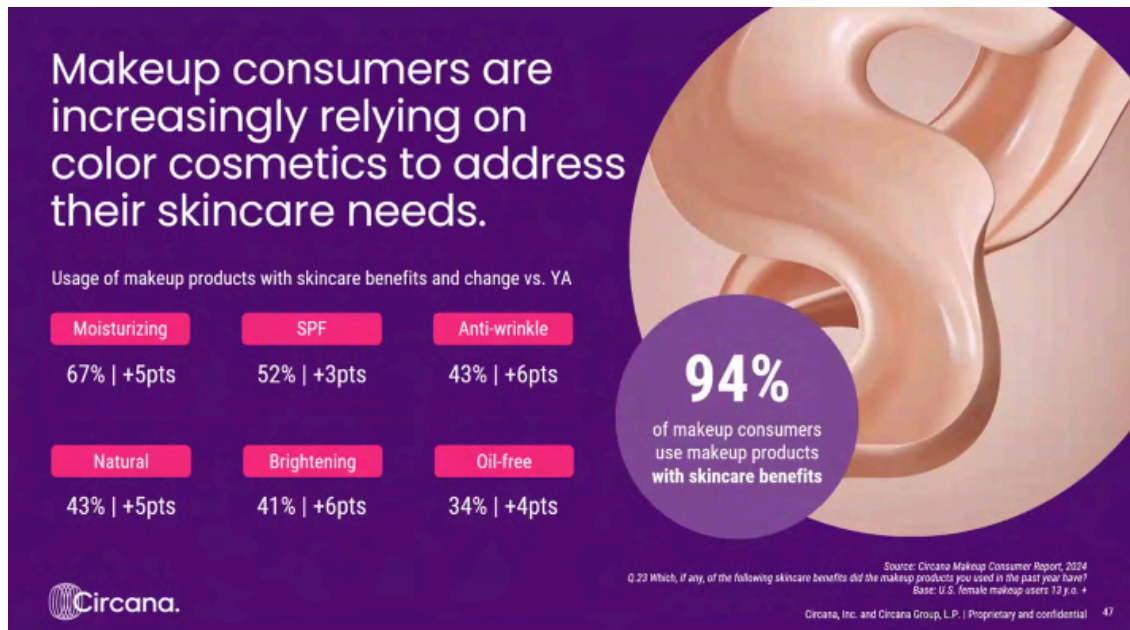


### Natural Brands Driving Growth in Mass Body Care

The mass market body care category is seeing growth driven by natural ingredient-focused brands. Highlighting key ingredients is a major factor in consumer purchasing decisions, particularly in hand and body products. Established, dermatologist-backed and natural brands are all contributing to this trend.

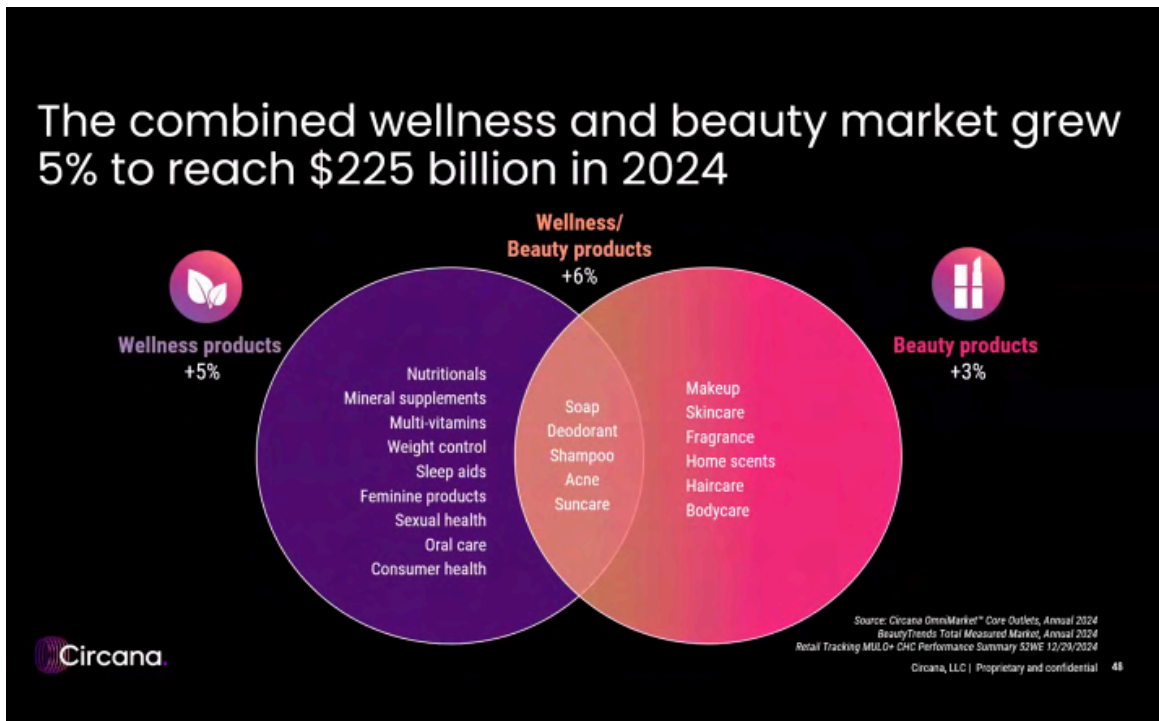


### Opportunity: The Rise of Hybrid Makeup with Skincare Benefits



### Opportunity: The Convergence of Wellness and Beauty Fuels Growth

The combined wellness and beauty market grew by 5% in 2024, reaching \$225 billion. Wellness-driven beauty continues to gain momentum, with hybrid categories like skincare, fragrance and supplements driving expansion.



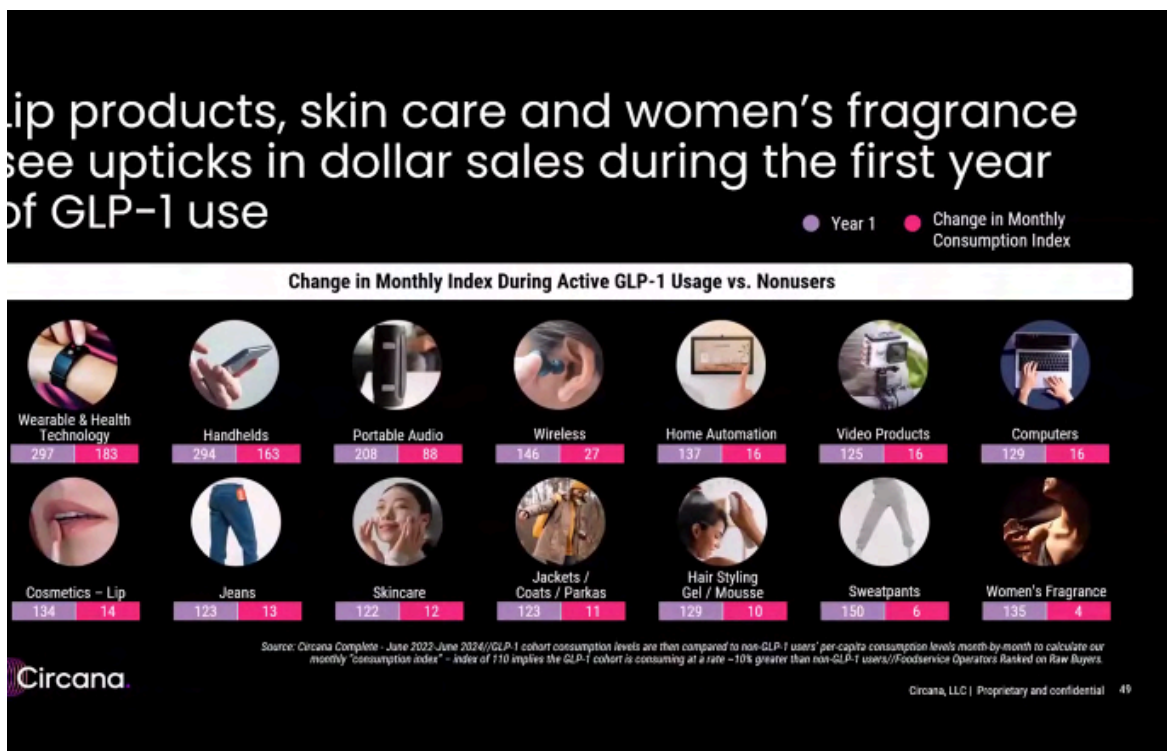
### Opportunity: The Impact of GLP-1 on Beauty Trends

The increasing use of GLP-1 medications is driving changes in consumer purchasing behavior, particularly in beauty.

#### Top Beauty Categories Seeing Sales Growth:

- Lip Care: Consumers are prioritizing hydration and self-care.
- Makeup: An increase in cosmetic purchases reflects evolving beauty routines.
- Skincare: Greater focus on skin health and maintenance.
- Fragrance: Growing interest in mood-enhancing and self-expression products.

Strategic Opportunity: Brands can tap into this trend by offering products tailored to GLP-1 users, such as hydrating lip treatments, skin-nourishing cosmetics, and wellness-driven fragrances.



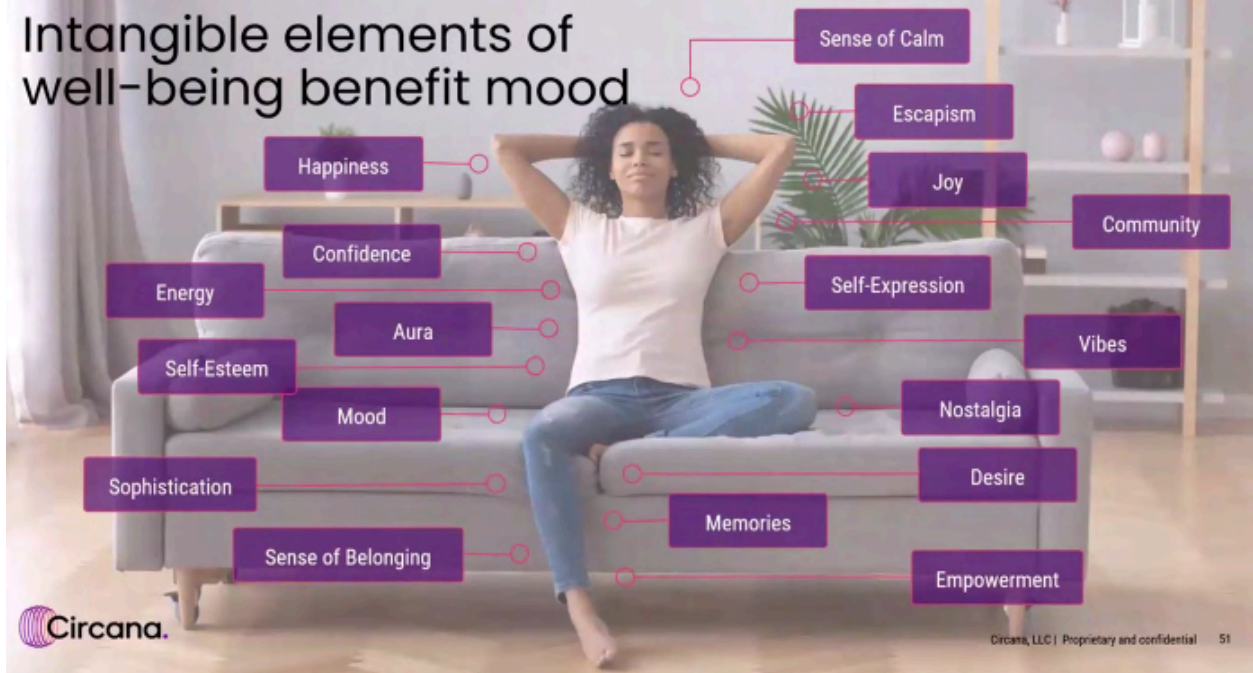
### Opportunity: The Rise of the Joy Economy

Consumer Demand for Emotional and Physical Benefits:

- 61% of consumers want brands to evoke intense emotions.
- 48% seek products that provide a tangible, de-stressing benefit.



## Intangible elements of well-being benefit mood

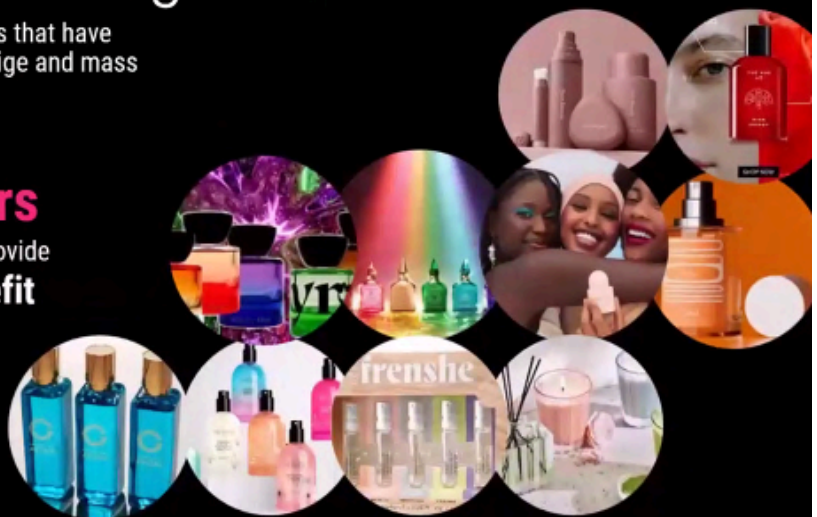


## The rise of wellness fragrances

More brands are including ingredients that have mood boosting benefits across prestige and mass

**48% of consumers** are interested in fragrances that provide **a physical/wellness benefit** (de-stress, focus, energize)

Higher among Millennial (56%) and Gen Z (49%)



## Opportunity: Makeup as a Confidence and Joy Booster

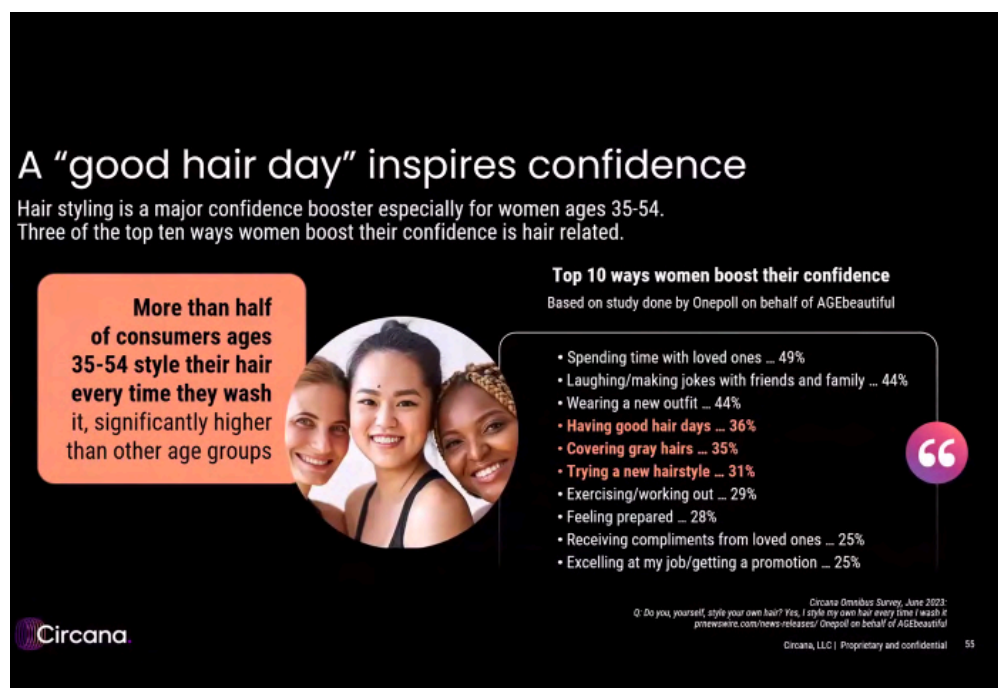
Emotional Impact of Makeup: 59% wear makeup to enhance their appearance.

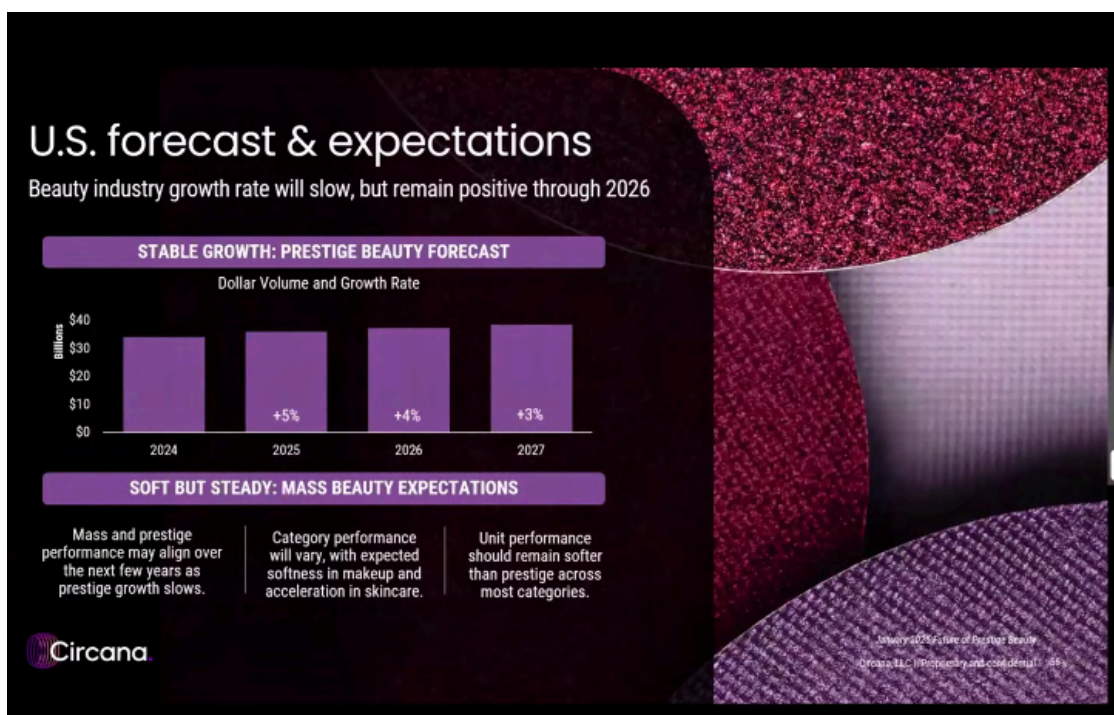
Brands can tap into emotional connections by emphasizing makeup's role in self-expression, confidence and mood enhancement.



## Opportunity: Hair Styling as a Confidence Booster

Hair styling plays a key role in boosting confidence, especially for women 35-54. Tapping into the personal and emotional connection with hair can create deeper brand engagement.





### Opportunities for 2025: Key Strategies to Drive Growth

As the beauty and wellness landscape evolves, brands must adapt to sustain and accelerate growth. The following strategic opportunities will be critical in 2025:

#### Leveraging Consumer Commonalities

Personalized marketing, trust-building and loyalty will be key. Identifying shared characteristics, preferences and behaviors among consumers allows brands to craft targeted marketing efforts that resonate and drive engagement.

#### Optimizing Distribution Channels

Winning in retail will depend on selecting the right distributors. Social selling, TikTok and Amazon continue to reshape the market, requiring brands to evolve and meet consumers where they are shopping.

#### Trailblazing in Wellness & the Joy Economy

Consumer spending is increasingly influenced by intangible factors: joy, emotional connection and well-being. Understanding these drivers will help brands align products and messaging with consumer desires.

#### Embracing Disruption & Innovation

The landscape is constantly shifting. To stay ahead, brands must not only adapt to change but also disrupt the disruptors by leveraging new technology and innovation to create unique value propositions and enhanced product benefits.

## The Power of the Joy Economy

Consumers crave experiences that make them feel good and connect with their emotions. Brands that establish an authentic voice, create experiential products, and develop content that resonates with social communities will lead in this space.

Success in 2025 will be defined by adaptability, consumer connection and strategic innovation.



Join our Network! Follow [@Premier Executive Recruiting](#) on LinkedIn to receive the latest beauty trends, statistics, interview tips, and career opportunities on a weekly basis as we keep you informed of the evolving beauty industry.