



# Beauty E-Commerce: U.S. Channel Analysis and Opportunities

---

**Base Year: 2020**

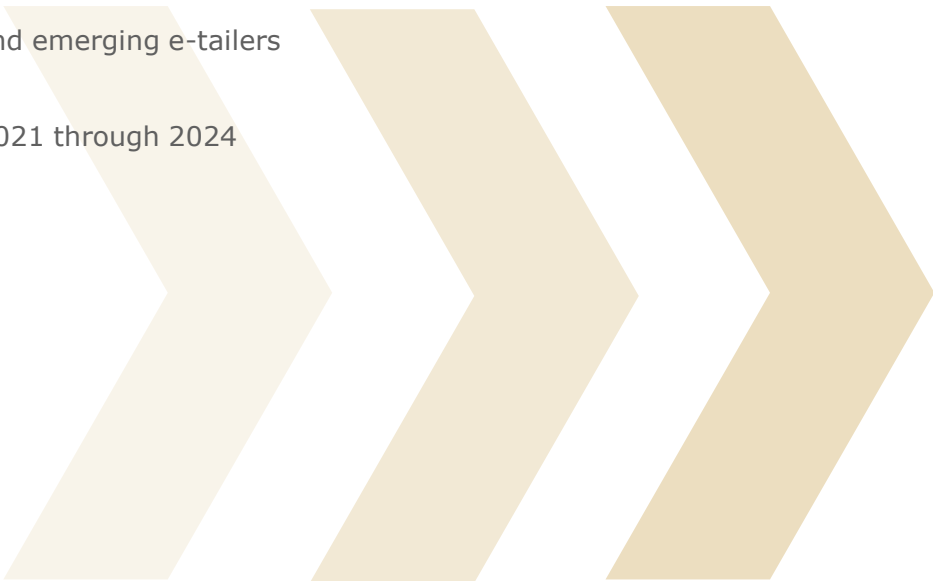
E-commerce has experienced a seismic shift in attention due to the coronavirus pandemic and the need for millions of Americans to shelter in place.

**Published:  
August 2020**

**1st edition**

The channel has risen in importance overnight on a scale like never seen before. Even as states and retail stores reopen, it is highly likely that consumer behaviors adopted during at-home stays will continue, forcing beauty and personal care companies and retailers alike to prioritize their digital initiatives.

## SCOPE

- › Sales by e-tailer type
  - › Product class sales and share by e-tailer type
  - › Snapshots of leading and emerging e-tailers
  - › Forecasts by year for 2021 through 2024
- 

# TABLE OF CONTENTS

## Introduction

### Overview

- Channel size and growth for 2019-2020
- Sales by e-tailer type (see Table 1)
- Sales and growth by product class (see Table 2) for 2019-2020
- Leading and emerging player snapshots (see Table 3)
- Outlook and forecasts by e-tailer type 2021- 2024

**Table 1. E-TAILER TYPES**

| E-TAILER TYPE  | EXAMPLES  |
|----------------|---|
| Branded        | Function of Beauty, Madison Reed                    |
| Brick & mortar | Nordstrom, Sephora, Ulta, Target, Bath & Body Works |
| Third party    | Amazon, Dermstore, QVC, Violet Grey                 |



**Table 2. PRODUCT CLASSES**

| PRODUCT CLASS    | PRODUCT CATEGORY   |
|------------------|--|
| Fragrances       | <ul style="list-style-type: none"> <li>• Fragrances for men</li> <li>• Fragrances for women</li> </ul>   |
| Hair care        | <ul style="list-style-type: none"> <li>• Shampoos and Conditioners</li> <li>• Multicultural hair care products</li> <li>• Hair coloring products</li> <li>• Hair styling products and sprays</li> </ul>                                  |
| Makeup           | <ul style="list-style-type: none"> <li>• Eye makeup</li> <li>• Face makeup</li> <li>• Lipsticks and lip glosses</li> <li>• Nail polishes</li> </ul>  |
| Skin care        | <ul style="list-style-type: none"> <li>• Facial skin care</li> <li>• Baby care products</li> <li>• Hand and body lotions</li> <li>• Lip treatment products</li> <li>• Skin care products for men</li> <li>• Sun care products</li> </ul> |
| Other toiletries | <ul style="list-style-type: none"> <li>• Deodorants and antiperspirants</li> <li>• Personal cleansing products</li> <li>• Shaving products</li> </ul>  |

**Table 3. EXAMPLES OF E-TAILER SNAPSHOTS**

- Amazon
- Color Co.
- eSalon
- Sephora
- Ulta
- Violet Grey

## REPORT BENEFITS

This report serves as an excellent resource for marketers and retailers of beauty products looking more closely at the e-commerce channel. Specifically, it provides:

A highly reliable and independent analysis of the channel

A deeper look at specific e-tailers and their performance

An understanding of how COVID-19 will impact the e-commerce channel in 2020 and beyond

## METHODOLOGY

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

### A Full Spectrum of Services



Custom Research



Market Research Reports



Management Consulting

## KLING CREDENTIALS

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for over 60 years.

### Americas

+1-973-435-3407

### Brazil

+55-11-3079-0792

### China

+86-21 6012-6500

### Dubai

+971-4-214-9892

### Europe

+32-2-770-4740

### India

+91-124-4546-100

### Japan

+81-3-3242-6277