

Beauty Retailing through Television Home Shopping: U.S. Channel Analysis and Opportunities



This report explores one of the fastest growing beauty retailing channels in the United States—the television home shopping channel. While the overall sales growth of cosmetics and toiletries level off at just under 3% between 2013 and 2014, television home shopping records a robust growth of nearly 10%.

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Channel overview:

Includes the role and position of television home shopping in the overall beauty retailing distribution chain. A detailed examination is provided for the overall purchase channel sales and two sub-channels—informercials and television home shopping networks.

Role of cosmetics and toiletries:

Sales are provided for five product classes consisting of over 20 personal care and beauty categories. Sales for each of the two sub-channels will also be provided, as well as key trends.

Outlook:

A forecast of the channel's sales and growth of cosmetic and toiletry products, with commentary on issues and trends likely to influence the performance of the channel and its various categories in the future.

This Report Will:

- Show why alternate channels, such as television home shopping, are so important to beauty marketers
- Examine which product categories perform especially well in the channel and why
- Help marketers develop stronger business strategies through gaining an understanding of this channel and its strengths

