

Beauty Indies: Analysis of Brands to Watch

China, Europe:
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United States:
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5th edition

Indies are the most sought-after brands by cosmetics marketers, retailers, and shoppers alike. Recording staggering growth, these privately owned brands outpace the total market by offering unique product and ingredient stories, combined with compelling digital marketing that resonates with today's beauty consumers.

SCOPE

- › Industry disruptor brands that are independently owned, have a unique selling proposition and are experiencing dramatic growth
- › All key beauty and personal care product classes: fragrances, hair care, makeup, skin care, and toiletries
- › All consumer channels where beauty products are sold: the Internet, department stores, mass outlets, and specialty stores

TABLE OF CONTENTS

Key Takeaways-a.

A brief analysis of the 75 profiled brands from China, Europe and the United States, which will include:

- Key trends and developments
- Segmentation by brand positioning
- Recent industry acquisitions
- Most likely acquisition targets
- Future initiatives

a.-Available as part of purchase of all three regions as shown in Table 1

Brand Profiles

Profiles of approximately 25 brands per region as shown in Table 2, each of which include:

- Brand overview
- Sales and growth
- Growth drivers
- Product offerings and claims
- Hero products/bestsellers
- Key new launches
- Promotional activity
- Sustainability initiatives
- Pricing and distribution
- Outlook

TABLE 1. REGIONS OFFERED

China
Europe
United States

TABLE 2. ILLUSTRATIVE LIST OF SELECT BRANDS PROFILED

China	Europe	United States
• Blank ME	• By Terry	• Caliray
• Broda	• Gisou	• Dr. Strum
• Forest Cabin	• Lisa Eldrige	• INKEY List
• Little Dream	• Makeup	• Jones Road
• Garden	• Nabla	• Beauty
• Uniskin	• PLouise	• Kosas
• XDG	• Zoeva Cos	• K18
	• metics	• Rare
		• Beauty
		• Skinfix



REPORT BENEFITS

This report will provide pertinent information on compelling indie brands that are helping shape today's beauty industry. While they may be small in terms of sales value, these brands have the potential to become tomorrow's billion-dollar buyouts. The report will:

Assess independent brands that are outpacing beauty industry growth

Provide an understanding of products and concepts that resonate with today's consumers

Identify potential acquisition candidates and/or local partners

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. Our industry expertise is elevated by technology and systematic data collection processes to deliver more predictive and actionable data and insights.

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Americas

+1-973-435-3407

Brazil

+55-11-3624-8718

China

+86-21-2226 5078

Abu Dhabi

+971 02 654 4147

Europe

+32-2-770-4740

India

+91-124-4546-100

Japan

+81-3-3242-6277