



# BEAUTY INDIES:

## U.S. ANALYSIS OF BRANDS TO WATCH

Indie beauty brands exist in every category and vary in positioning, pricing strategy, and distribution. These independent, innovative, and purposeful brands are strong acquisition targets for global beauty companies. Recording staggering growth, these privately owned brands are outpacing the total beauty market growth by offering unique product and ingredient stories, combined with compelling digital marketing that resonates with today's beauty consumers.

### Scope



- Industry disruptors that are not owned by a large cosmetics company or corporate giant, 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—e-commerce, department stores, mass outlets, professional outlets, and specialty stores

### Regional Coverage



United States

### Features and Timing



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6<sup>th</sup> edition

25 Brand Profiles

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## Introduction

### Key Takeaways

An analysis of 25 brands, including information such as:

- Key trends and developments
- Historical industry acquisition timelines and recent buyouts
- Most likely acquisition targets
- Outlook

### Brand Profiles

Profiles of 25 brands in the United States as shown in Table 1, each of which include:

- Brand DNA and overview
- Sales and growth evolution
- Key success factors
- Forecast sales through 2028
- Future initiatives
- Product offerings and claims
- Bestsellers and key new launches
- Distribution
- Key marketing channels and activities
- Sustainability initiatives

TABLE 1. LIST OF BRANDS PROFILED

MAKEUP		SKIN		HAIR	TOILETRIES	FRAGRANCE
Danessa Myricks Beauty	Patrick Ta	Good Molecules	Summer Fridays	Amika	Dr. Squatch	Dossier
Haus Labs	Rare Beauty	Nécessaire	TruSkin	Coco & Eve	Megababe	
Jones Road	Tower 28	Osea		IGK	Raw Sugar	
Juvia's Place	Westman Atelier	Peach Slices		K18		
MERIT		Starface		Verb Ghost		

# SUBSCRIBER BENEFITS

This report provides pertinent information on captivating indie brands that are shaping 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 has a rich background in assessing beauty's indies for nearly a decade. This report edition uses NIQ's Omnishopper data as a basis for the analysis, augmenting NIQ's dedicated panel that captures both online and offline purchasing with Kline's primary research techniques.

## New and Improved Forecasts



Kline's new enhanced forecasting capabilities combines the power of advanced data science techniques and industry expertise to predict future market metrics. We analyze economic, demographic, social media, and consumer trend indicators to identify the factors driving growth. Our algorithms refine predications, and our automated processes provide the latest data for informed decision-making.

# CREDENTIALIALS

**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.

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