Beauty Retailing:
U.S. Channel Analysis and Opportunities

Base Year: 2021

To be published: Q2 2022

16th edition

A robust analysis of the changing landscape for beauty retailing, this report covers all channels across 19 beauty categories paying special attention to critical channels such as e-commerce. This edition will evaluate how retailing has changed post-pandemic and the resurgence of brick and mortar. The report will focus on the beauty and personal care market and changes that have occurred from 2020 to 2021.

Regional Coverage: United States

SCOPE

› Channels covered:
   › Department stores
   › Direct-to-consumer (excluding e-commerce)
   › Drug outlets
   › E-commerce
   › Food outlets
   › Mass merchandisers
   › Professional outlets
   › Specialty stores

› Product classes included:
   › Fragrances
   › Hair care
   › Makeup
   › Skin care
   › Toiletries

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This program consists of two deliverables: a brief presentation-style market overview and an interactive database with a dashboard feature.

Introduction

Market Overview

- Key takeaways
- Noteworthy developments
- Data highlights
- Channel snapshots
- Role of sustainability
- Outlook and assessment

Interactive Database Contents

Retail sales breakdowns for 2018-2021 by:

- Channel and sub-channel as listed in Table 1
- Product class and category as listed in Table 2

Forecast sales will be provided by year to 2026

Database Features

- User-friendly in a simple yet sophisticated system
- Flexible search options to calculate YOY changes, share shifts
- Export capabilities
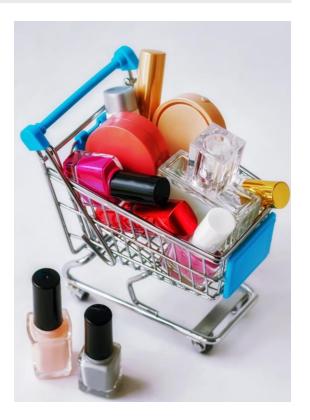- Ability to easily refine and modify search

Illustrative Dashboard

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TABLE 1. CHANNELS AND SUB-CHANNELS COVERED

Department stores	• Low-end • Traditional • Specialty
Direct-to- Consumer (excluding E-commerce)	• Home shopping networks • Infomercials • Social selling
Drug outlets E-commerce	• Chain and independent drugstores
Food outlets	• Health/natural food stores • Supermarkets
Mass merchandisers	• Big-box retailers • Dollar stores • Warehouse clubs
Professional outlets	• Professional outlets (salons, spas, medical care providers)
Specialty stores	• Apparel • Beauty supply • Cosmetics specialty • Vertically integrated

TABLE 2. CATEGORIES COVERED

Fragrances	• Fragrances for men • Fragrances for women
Hair care	• Shampoos and conditioners • Multicultural hair care • Hair coloring • Hair styling
Makeup	• Eye makeup • Face makeup • Lipsticks and lip glosses • Nail polishes
Skin care	• Baby care • Facial skin care • Hand and body lotions • Lip treatments • Skin care for men • Sun care
Toiletries	• Deodorants and antiperspirants • Personal cleansing • Shaving

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REPORT BENEFITS

This report enables subscribers to exploit business opportunities by illustrating retailing dynamics in one of the most important markets for the personal care industry: the United States. It also provides subscribers with:

A granular view of purchase channel and sub-channel performance with commentary on factors causing changes	An understanding of channel shifts by category before, during, and after the pandemic	Assessment on how brick-and-mortar has been revived post pandemic

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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KLINE 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.

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