

# COSMETICS & TOILETRIES USA

**Base Year: 2020**

**Data to be Released:  
Q1 2021**

**Report to be Published:  
Q2 2021**

**46th Edition**

Kline's 46th edition of analysis of the ever-evolving U.S. beauty and personal care market highlights the exceptionally challenging environment created by the COVID-19 pandemic. The report encompasses five product classes and 20 product categories. In addition to providing a close look at the key drivers, trends, and relevant product launches, it assesses the changing retail landscape.

## SCOPE

- › Two key deliverables: an interactive online database and a comprehensive written report which now includes interactive figures and tables
- › Product class summaries and insightful analysis of the covered product categories
- › Professional use (back-bar) products are excluded from the analysis
- › Analysis of brick-and-mortar, online and offline channels for each product class

**BONUS FEATURE: THE RISE OF  
THERAPEUTIC SKIN CARE**

# TABLE OF CONTENTS\*

## Introduction

## Executive Summary

This chapter provides an assessment of the overall market performance, plus highlights from each of five product classes examined in terms of performance, growth drivers, competition, retail channels, and an outlook. It also provides commentary on key mergers and acquisitions and their impact on the market at large.

## Products

This chapter examines the 20 product categories and analyzes trends and product launches, historical and 2020 retail sales, sales and market shares for leading brands, snapshots of up-and-coming market movers, sales by retail outlet, market activity through traditional platforms and social media, and an outlook to 2025. The product categories to be covered are shown in table 1.

\*Subject to subscriber input

**Table 1. PRODUCT CATEGORIES COVERED**

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>• Multicultural hair care</li> <li>• Hair coloring products</li> <li>• Hair styling products and sprays</li> <li>• Shampoos and conditioners</li> </ul>
Makeup	<ul style="list-style-type: none"> <li>• Eye makeup</li> <li>• Face makeup</li> <li>• Lipsticks and glosses</li> <li>• Nail polishes</li> </ul>
Skin Care	<ul style="list-style-type: none"> <li>• Baby care products</li> <li>• Facial skin care</li> <li>• Hand and body lotions</li> <li>• Lip balms, jellies, and treatments</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>



# REPORT BENEFITS

This report is a detailed assessment of the beauty and personal care industry and the players which compete in the market. Specifically, it provides:

A highly reliable and independent assessment of the market

An assessment of category and product trends as well as industry dynamics, including the role of independent brands

Channel analysis with an eye on essential outlets and direct-to-consumer channels

# 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