

COSMETICS & TOILETRIES USA

Base Year: 2021

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Q3 2022**

47th Edition

Kline's 47th edition on the U.S. beauty and personal care market highlights how the market has evolved post-pandemic. The report will reveal if consumers returning to the workplace means a revival of color cosmetics and fragrance, if e-commerce is to remain the go-to destination for beauty discovery and product replenishment, and if the hand hygiene trend has sustained or faded.

SCOPE

- › Two key deliverables: an interactive online database and a comprehensive written report
- › Five product class summaries and insightful analysis of the 19 product categories covered
- › Channel analysis for each product category
- › Overview of key drivers, trends, competition, and relevant product launches
- › Professional use (back-bar) products are excluded from the analysis

**FEATURES A FOCUS ON
POST-COVID RECOVERY**

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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, and retail channels, plus an outlook. It also provides commentary on key mergers and acquisitions and their impact on the market at large.

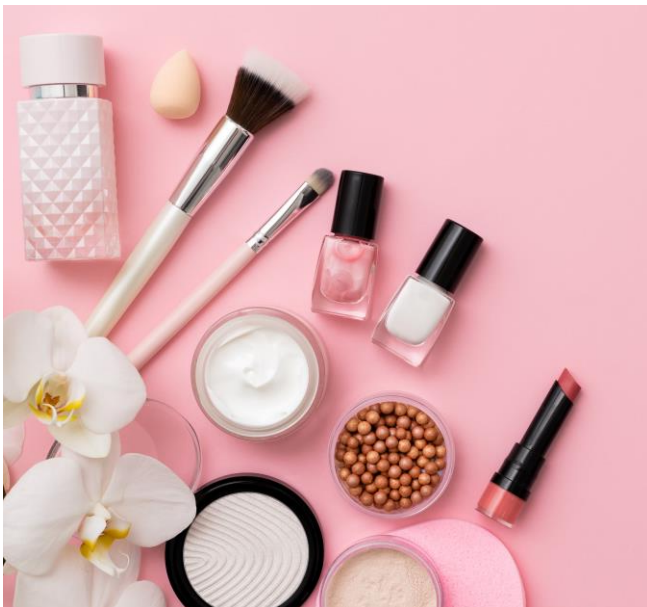
Products

This chapter examines the 19 product categories and analyzes trends and product launches, historical and 2021 retail sales, sales and market shares for leading brands, snapshots of up-and-coming market movers, sales by retail outlet, marketing activity through traditional platforms and social media, and an outlook to 2026. 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"> • Fragrances for men • Fragrances for women
Hair Care	<ul style="list-style-type: none"> • Multicultural hair care • Hair coloring products • Hair styling products and sprays • Shampoos and conditioners
Makeup	<ul style="list-style-type: none"> • Eye makeup • Face makeup • Lipsticks and glosses • Nail polishes
Skin Care	<ul style="list-style-type: none"> • Baby care products • Facial skin care • Hand and body lotions • Lip balms, jellies, and treatments • Skin care products for men • Sun care products
Other Toiletries	<ul style="list-style-type: none"> • Deodorants and antiperspirants • Personal cleansing products • Shaving products



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 the revival of brick-and-mortar stores

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.

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KLING CREDENTIALS

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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