



1st Edition

Personalized Beauty:

U.S. Market Assessment and Opportunities

Published 4th Quarter 2019

Base Year: 2019

Forecasts to 2024

Regional Coverage: United States

This report explores the dynamic market for personalized beauty, focusing on key developments that are shaping the approach marketers and retailers are taking to give consumers a custom-made beauty experience. The report demonstrates how various factors are converging to satisfy consumer beauty needs. Areas covered include personalized fragrances, makeup, skin care and hair care products, subscription services, and innovative technologies such as mobile apps, augmented reality, and virtual reality.

This Report Helps Subscribers to:

- Identify opportunities that may be a good fit for their product line
- Assess how partnering with a technology company can be beneficial
- Identify category segments with the most potential for personalization
- Pinpoint areas of greatest opportunity for future and more advanced customization and personalization



Report Contents

Introduction

- Scope
- Sources and methods

Market Overview

- Key findings
- Sales and growth of personalized product categories shown in Table 1
- Trends and developments in services related to personalization
- Competitive landscape
- Outlook to 2024

Case studies

Case studies of approximately 10 companies that offer personalization as shown in Table 2. Information provided will include:

- Products offered
- Distribution model
- Impact of personalization on sales
- Successes and challenges
- Marketing activity including social media
- Outlook to 2024

Table 1: Product Categories Covered in Report

- Fragrances
- Hair care
- Makeup
- Skin care

Table 2: Select Examples of Personalization Profiled

- Color & Co
- Curology
- eSalon
- Function of Beauty
- Hairstory
- Hawthorne
- Lancôme
- Nu Skin
- Proven
- Skinsei



Scope

This report explores the dynamic and growing market for personalized beauty, as more brands and retailers embark on differentiating themselves by catering to the unique needs of consumers. The report focuses on personalized products, services, and digital technology that drive consumers to seek products that are catered specifically to their needs and wants. Excludes services performed in professional outlets such as salons, spas, and doctors' offices. Key areas of coverage are:

- Products that can be custom-made in the hair, skin, and makeup product categories
- Beauty regimens based on a quiz that consumers complete offered by brands such as Skinceuticals
- Services provided by brands that personalize bottles such as Le Labo and Atelier Cologne
- Personalized subscription services offered by players such as Scentbird
- Digital apps by brands and augmented reality and virtual reality offered by retailers

Key Benefits

This report shows subscribers the different ways category marketers/retailers are creating a personalized experience around their products or services. It also provides the following:

- An understanding of different approaches that can be taken to offer consumers a personalized beauty experience
- A perspective on how leading players are executing personalization
- Ideas for potential partnerships/alliances
- Insights on what approaches are more successful than others



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.

Primary Research

We Know Who to Talk to. We Know How to Listen.



A high number of in-depth discussions are conducted by each analyst. All interviews are done with true industry insiders.

Kline’s analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

- Marketers/manufacturers
- Distributors
- Government agencies
- Retailers
- Suppliers
- Trade organizations

Secondary Research

We Know Where to Look – Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/ industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline’s internal database, consisting of over half a century’s syndicated research.

Comprehensive Market Intelligence

We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline’s proven methodology allows exceptionally effective, precise, and reliable market

intelligence, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

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 more than 60 years.

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