

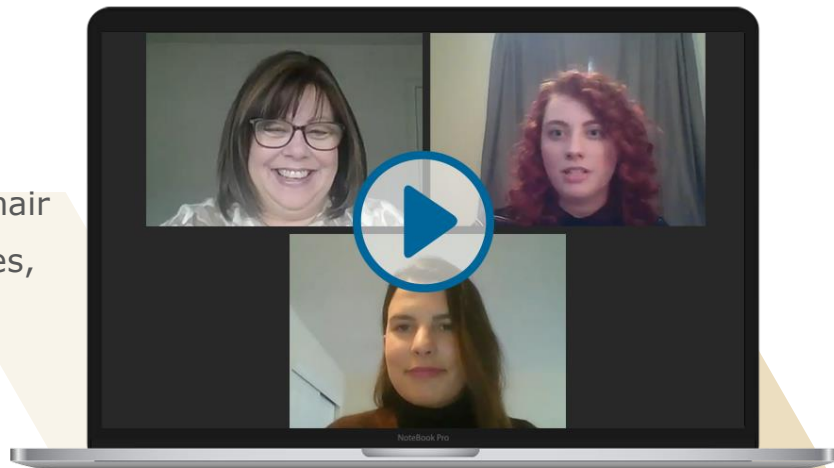
# STATE OF THE U.S. BEAUTY INDUSTRY

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After a tumultuous 2020, the beauty market has seen significant shifts in response to changing consumer attitudes and shopping preferences. This special video report, which comes with a PowerPoint presentation, provides an overview of the marketplace with commentary on what to expect as we head into 2021. Featured are macro trends, product category sales shifts, and changes expected to take place in the retailing landscape.

## PRESENTATION CONTENTS

- › Market overview
- › Market update
- › Product trends and developments: fragrances, hair care, makeup, other toiletries, and skin care
- › Competitive landscape
- › Retail initiatives
- › Outlook for 2021 and beyond, including key takeaways



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