



 KlinePULSE

BEAUTY PULSE

U.S. Full Access Subscription

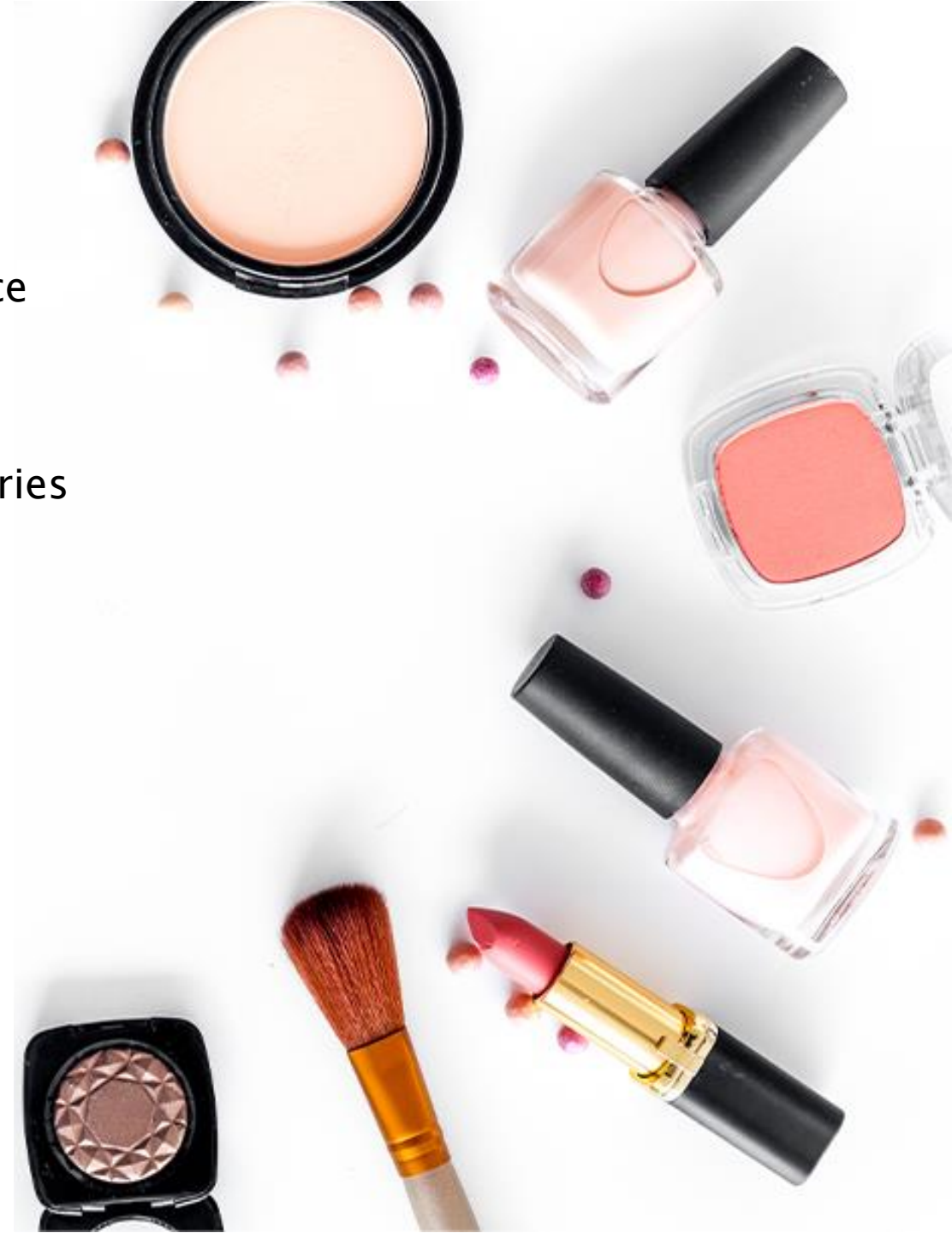
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2021

 Kline

## ➤ PROGRAM HIGHLIGHTS

- Premium beauty and personal care market intelligence
- Backed by rigorous primary and secondary research
- Unlimited in-depth coverage of 19 key beauty categories
- Full access to all channel and retailer reports
- Hot-topic briefs
- Exclusive subscriber benefits
- Fresh content published every month
- Access to full library of reports at discounted prices



# DELIVERABLES

## MARKET REPORTS

· These reports look at the big picture, delivering key **insights**, growth drivers, market dynamics, product **trends**, and where the industry is headed.

## CATEGORY REPORTS

- Each of the 19 category reports contain:
  - Category size and growth
  - **Trends** and product launches
  - Sales and market share for leading brands
  - Snapshots of up-and-coming market movers
  - Marketing activity through traditional media and social platforms
  - **Outlook**

## CHANNEL REPORTS

- The six channel reports take a close look at each channel's performance, covering:
  - **Trends** and developments
  - New store formats
  - Sales and door count growth
  - Sales and growth by sub-channel
  - **What's next?**

## HOT-TOPIC REPORTS

· Each year, we take a deep dive into important topics impacting the industry such as clean beauty and beauty nutrition.

## EXCLUSIVE SUBSCRIBER BENEFITS

· Our seasoned team of industry experts is at your disposal to deliver a customized presentation, help you dive deeper into our content, and prep for the coming year. One day of dedicated service time is included per year.

# 2021 PUBLICATION SCHEDULE

JAN	FEB	MAR	APR	MAY	JUN
State of the U.S. Beauty Industry Video Presentation	Natural and Clean Beauty	Ask an Expert* Market Review	Eye Makeup Face Makeup Intimate Beauty Care Lipsticks	Facial Skin Care Hand and Body Lotions Lip Treatments Nail Polishes Women's Fragrances	Ask an Expert* Baby Care Direct Sales Men's Fragrances Men's Skin Care Sun Care
JUL	AUG	SEP	OCT	NOV	DEC
Hair Coloring Hair Styling Shampoos and Conditioners Specialty Stores	Department Stores Multicultural Hair Care Retailer Profiles Professional Beauty Spotlight	Deodorants and Antiperspirants Drug Stores Executive Presentation*	Mass Merchandisers Personal Cleansers Retail Review	Food Outlets Subscription Review* Shaving Products	Beauty Nutrition Holiday Retail Roundup

**LEGEND:**  
 Market Report  
 Category Report  
 Channel Report  
 Hot Topic Report  
 Exclusive Subscriber Benefit

\*Flexible timing based on subscriber needs



## CATEGORY

### Fragrances

- Men's fragrances
- Women's fragrances

### Hair Care

- Multicultural
- Hair coloring
- Hair styling
- Shampoos and conditioners

### Makeup

- Eye makeup
- Face makeup
- Lipsticks and lip glosses

### Skin Care

- Baby care
- Facial skin care
- Hand and body lotions
- Lip balms and treatments
- Men's skin care
- Sun care

### Toiletries

- Deodorants and antiperspirants
- Personal cleansing
- Shaving

## CHANNEL

### Department stores

- Low-end
- Specialty
- Traditional

### Direct sales

- E-commerce/mobile commerce
- Home shopping networks
- Infomercials
- Social selling

### Drug outlets

- Chain and independent drug stores

### Food outlets

- Health/natural food stores
- Supermarkets

### Mass merchandisers

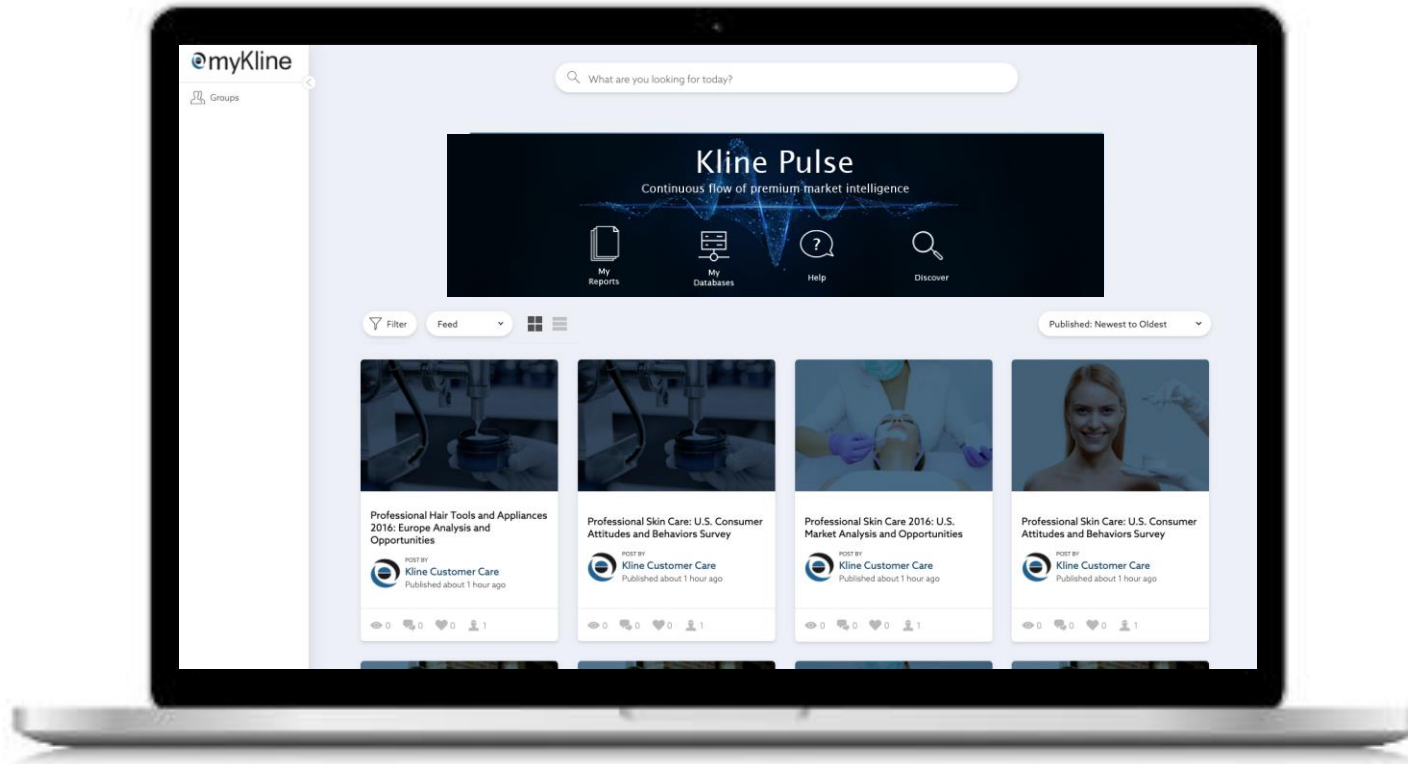
- Big-box retailers
- Dollar stores
- Warehouse clubs

### Specialty stores

- Apparel
- Beauty supply
- Cosmetic specialty
- Vertically integrated

# NEW! KlinePULSE

Our new, easy-to-use online report delivery system lets you access our incisive research in a flexible and time-saving manner.



## Time-saving functionalities of KlinePULSE

### Full portfolio search ability

Powerful, AI-based search functionality that makes it quick and easy to find your content

### Multiple filters

Deep filtering options by industry, type, content, and publication

### Easy access to reports

View reports and attachments in-app or download them

### Personalized feed

Like, follow, bookmark, share, and flag for review

## ➤ SUBSCRIPTION BENEFITS

Subscribers receive a continuous flow of our premium market intelligence content.



- Validate internal data
- Stay abreast of market developments and trends
- Assess the market and competition
- Identify opportunities and threats
- Assist in new product development
- Evaluate channel diversification opportunities
- Strategic planning
- Access to industry experts



**Kline** is a worldwide consulting and research firm dedicated to providing the kind of insight and knowledge that helps companies find a clear path to success. The firm has served the management consulting and market research needs of organizations in the agrochemicals, chemicals, materials, energy, life sciences, and consumer products industries for more than 60 years.

For more information, visit [www.KlineGroup.com](http://www.KlineGroup.com).

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