



Beauty E-Commerce: U.S. Channel Analysis and Opportunities

Base Year: 2020

E-commerce has experienced a seismic shift in attention due to the coronavirus pandemic and the need for millions of Americans to shelter in place.

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The channel has risen in importance overnight on a scale like never seen before. Even as states and retail stores reopen, it is highly likely that consumer behaviors adopted during at-home stays will continue, forcing beauty and personal care companies and retailers alike to prioritize their digital initiatives.

SCOPE

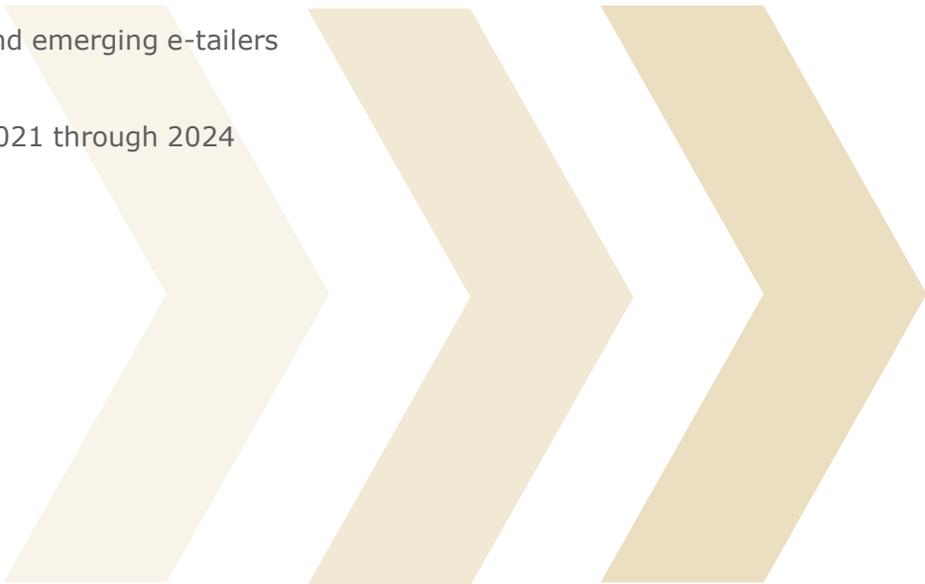
- › Sales by e-tailer type
 - › Product class sales and share by e-tailer type
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 - › Forecasts by year for 2021 through 2024
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- Outlook and forecasts by e-tailer type 2021- 2024

Table 1. E-TAILER TYPES

E-TAILER TYPE	EXAMPLES
Branded	Function of Beauty, Madison Reed
Brick & mortar	Nordstrom, Sephora, Ulta, Target, Bath & Body Works
Third party	Amazon, Dermstore, QVC, Violet Grey



Table 2. PRODUCT CLASSES

PRODUCT CLASS	PRODUCT CATEGORY
Fragrances	<ul style="list-style-type: none"> • Fragrances for men • Fragrances for women
Hair care	<ul style="list-style-type: none"> • Shampoos and Conditioners • Multicultural hair care products • Hair coloring products • Hair styling products and sprays
Makeup	<ul style="list-style-type: none"> • Eye makeup • Face makeup • Lipsticks and lip glosses • Nail polishes
Skin care	<ul style="list-style-type: none"> • Facial skin care • Baby care products • Hand and body lotions • Lip treatment products • Skin care products for men • Sun care products
Other toiletries	<ul style="list-style-type: none"> • Deodorants and antiperspirants • Personal cleansing products • Shaving products

Table 3. EXAMPLES OF E-TAILER SNAPSHOTS

- Amazon
- Color Co.
- eSalon
- Sephora
- Ulta
- Violet Grey

REPORT BENEFITS

This report serves as an excellent resource for marketers and retailers of beauty products looking more closely at the e-commerce channel. Specifically, it provides:

A highly reliable and independent analysis of the channel

A deeper look at specific e-tailers and their performance

An understanding of how COVID-19 will impact the e-commerce channel in 2020 and beyond

METHODOLOGY

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