

Beauty Retailing: U.S. Channel Analysis and Opportunities

Base Year: 2020

**To be published:
Q2 2021**

15th edition

A comprehensive analysis of the beauty retailing landscape, this report covers all channels across key beauty categories and pays special attention to growing channels such as e-commerce. The edition will examine how retailing is evolving during the COVID-19 pandemic, with a special focus on how retailers are diversifying for the new normal.

Regional Coverage: United States

SCOPE

- › Department stores
- › Direct sales
- › Drug outlets
- › Food outlets
- › Mass merchandisers
- › Specialty stores
- › Fragrances
- › Hair care
- › Makeup
- › Skin care
- › Toiletries

TABLE OF CONTENTS

This program consists of two deliverables: a presentation-style report and a database with sales data by channel and sub-channel as shown in Table 1.

Introduction

Executive Summary

- Key takeaways
- Noteworthy developments
- Data highlights
- Channel snapshots
- Outlook and assessment

Purchase Channel Snapshots

Analysis of each purchase channel listed in Table 1 with data for each of the categories listed in Table 2, including the following information:

- Channel developments
- Sales breakdowns by channel and sub-channel
- Leading retailers (sales and door counts)
- Role of cosmetics and toiletries
- Retail sales by category for 2019 and 2020
- Marketing activity
- Outlook to 2025

Retailer Snapshots

Snapshots of select retailers, each containing:

- Key facts
- Sales and door count
- Beauty initiatives
- Marketing and loyalty programs
- Outlook and opportunities

Contents of Database

Fields in database

- Channel and sub-channel
- Product category
- Years

Values in database

- Retail sales
- Growth rates
- Shares
- Forecasts

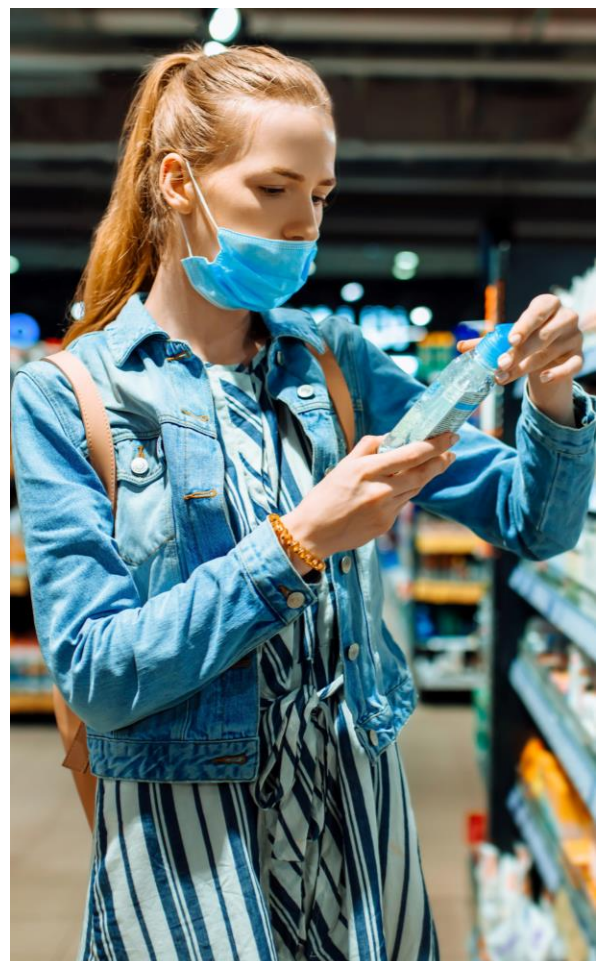


TABLE OF CONTENTS

TABLE 1. CHANNELS AND SUB-CHANNELS COVERED

Department stores	<ul style="list-style-type: none"> • Low-end • Traditional • Specialty
Direct sales	<ul style="list-style-type: none"> • E-commerce • Home shopping networks • Infomercials • Social selling
Drug outlets	<ul style="list-style-type: none"> • Chain and independent drugstores
Food outlets	<ul style="list-style-type: none"> • Health/natural food stores • Supermarkets
Mass merchandisers	<ul style="list-style-type: none"> • Big-box retailers • Dollar stores • Warehouse clubs
Specialty stores	<ul style="list-style-type: none"> • Apparel • Beauty supply • Cosmetics specialty • Vertically integrated

TABLE 2. CATEGORIES COVERED

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 • Hair coloring • Hair styling
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"> • Baby care • Facial skin care • Hand and body lotions • Lip treatments • Skin care for men • Sun care
Toiletries	<ul style="list-style-type: none"> • Deodorants and antiperspirants • Personal cleansing • Shaving



REPORT BENEFITS

This report enables subscribers to exploit business opportunities by illustrating retailing dynamics in one of the most important markets for the personal care industry: the United States. It also helps subscribers:

Identify and explain key purchase channels for cosmetics and toiletries in a clear and consistent fashion

Quantify industry sales by purchase channel, focusing on hard-to-track, non-traditional channels

Acquire information and insights necessary to capitalize on changes on retail

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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Americas

+1-973-435-3407

Brazil

+55-11-3079-0792

China

+86 21 6079 0805

Dubai

+971-4-214-9892

Europe

+32-2-770-4740

India

+91-124-4546-100

Japan

+81-3-3242-6277