

Beauty Indies: Analysis of Booming Independent Brands

Base Year: 2020

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**United States
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4th edition

Regional Coverage:

Indies are the most sought-after brands by cosmetics marketers, retailers, and shoppers alike. Recording staggering growth, these privately owned gems outpace the total market by offering unique product and ingredient stories, combined with compelling digital marketing that resonates with today's beauty consumer.

- China
- United States

SCOPE

- › Industry disruptor brands that are independently owned, have a unique selling proposition, and are experiencing dramatic growth
- › All key beauty and personal care product classes: fragrances, hair care, makeup, skin care, and toiletries
- › All consumer channels where beauty products are sold: the Internet, department stores, mass outlets, specialty stores

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Brand Profiles

Profiles of 50 brands,
each of which include:

- Brand overview
- Sales and growth
- Growth drivers
- Product offerings
- Hero products/best-sellers
- Key new launches
- Promotional activity
- Sustainability initiatives (U.S. only)
- Pricing and distribution
- Outlook



TABLE 1. LIST OF PROFILED BRANDS

CHINA		UNITED STATES	
• Adolph	• Lipostides	• Amika	• Kosas
• Boitown	• Little Dream	• Bioclarity	• Lumin
• Cheermore	• Garden	• Bubble	• Madison Reed
• Colorkey	• Lucenbase	• Curlsmith	• Mielle Organics
• Dora Dosun	• Mask Family	• DpHue	• Naturium
• Dr. Plant	• 1908	• Dr. Squatch	• Olive & June
• Florasis	• Mo Amour	• Frank Body	• Prose
• Flower Knows	• Nattitude	• Glow Recipe	• Raw Sugar
• Forest Cabin	• Red Earth	• Habitat	• Snif
• Geoskincare	• Unifon	• Hairstory	• Sol de Janeiro
• HBN	• Uniskin	• Hello Bello	• Tower 28
• Hedone	• Venus Marble	• Ilia	• Youth to the
• Helius	• Winona	• Innersense	• People
• Judydoll			

REPORT BENEFITS

This report provides pertinent information on compelling indie brands that are helping shape today's beauty industry. While they may be small in terms of sales value, these brands have the potential to become tomorrow's billion-dollar buyouts. The report helps:

Assess independent brands that are outpacing beauty industry growth

Provide an understanding of products and concepts that resonate with today's consumers

Identify potential acquisition candidates and/or local partners

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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