

Shopping for Beauty Products - US - December 2013

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“Most consumers buy beauty products to replace items that they use regularly and choose mass merchandisers and drug stores to do their shopping. While they are loyal to retailers and products, there is somewhat of an interest to try new products. Retailers need to offer incentives to encourage purchasing of new products as well as make the shopping process more exciting for beauty buyers.”
– Ali Lipson, Senior Retail & Apparel Analyst

This report looks at the following areas:

- Where are the growth areas for the beauty products market?
- Helping consumers focus on their retail options
- Understanding how people shop for beauty products
- How to encourage people to buy beauty products more often

Total retail sales of beauty products in the US reached \$37 billion in 2013, an increase of nearly 3% from 2012. Consumers' routine purchase of many items in the beauty category as well as the increased numbers of key demographic groups—namely women and Hispanics—have helped support this growth. Furthermore, online and mobile shopping has made access to beauty products easier and allowed for greater convenience when shopping for beauty products.

This report focuses on the shopping experience for beauty products and offers sales trends and profiles of major retail players in the US beauty market, as well as a detailed exploration of consumers' attitudes, usage, and shopping behaviors in this category.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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