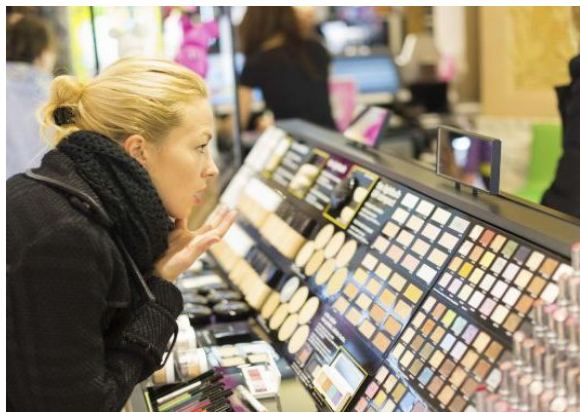


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"US retail sales of beauty products reached \$46.2 billion in 2015 and are slated to grow to \$51.8 billion by 2020, for a gain of 12%. This slow and steady growth will be fueled by a stronger economy, as well as by population gains among women (and men), and multicultural segments, particularly Hispanics."

Diana Smith, Senior Research Analyst - Retail & Apparel

This report looks at the following areas:

- Beauty market slated for growth
- Amazon rivals specialty retailers as preferred retail channel
- Men are beauty buyers too
- Unlock the mobile moments

Definition

The focus of this report is on the retail experience where shopping for items in the beauty category are concerned, based largely on the results of Mintel's exclusive consumer research.

For the purposes of this report, Mintel defines the beauty category to include the following: color cosmetics, facial skincare, body care, haircare, nail care, women's fragrances, men's fragrances, hair accessories, sun protection products, and beauty appliances (hair and skin).

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