

Beauty Retailing - US - September 2018

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"The US beauty industry is expected to garner sales in the range of \$57 billion this year."

– **Diana Smith, Associate Director - Retail & Apparel**

This report looks at the following areas:

Common themes and trends across the industry include inclusivity to address America's diversification, clean beauty (products sans suspected toxic ingredients), simplification of beauty routines, the integration of physical and digital channels, personalization in all forms and emerging technologies.

- **Market is growing, but may be impeding its own potential**
- **Heavy competition for a piece of the pie**

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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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