

Beauty and the Online Landscape - US - December 2019

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This report looks at the following areas:

- Online activity is integral to the path to purchase
- A mix of informative and inspirational content will engage more consumers
- Beauty consumers want simple reassurances in order to increase online shopping

Because of the tactile nature of beauty' persisting hesitation regarding buying without seeing, brands must find ways to fill the gaps of in-person shopping online. Consumers want and will continue to expect online tools that inform, affirm and reassure their purchases, especially as digital channels become an important beauty resource. Understanding why consumers want this and how they are using these features will allow brands and retailers to better serve their customers.



"Online beauty behavior has evolved beyond just purchasing to include a wider variety of steps, which depend on the consumer, the situation and the purchase. Many beauty consumers will utilize online and offline channels throughout their path to purchase, creating a variety of opportunities for retailers and brands to learn about customers' behavior pre- and post-purchase."

- Alexis DeSalva, Retail &

Apparel Analyst
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