

Beauty Retailing - US - 2022

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This report looks at the following areas:

- The impact of macroeconomic factors on the beauty and personal care market
- Beauty and personal care items purchased
- How and where consumers shop for beauty and personal care items
- Purchase drivers and considerations
- Attitudes toward shopping for beauty and personal care

Despite people returning to more out of home activities, purchases for most beauty and personal care items are still below prepandemic levels. This partly is an indication that consumers are seeking ways to enhance their natural beauty with simpler and faster routines. Additionally, remote or hybrid working situations, as well as rising inflation, are also causing consumers to scale back on beauty and personal care spending.

Nevertheless, BPC retail sales have continued to increase, highlighting the impact of inflation and the fact that consumers are paying more, instead of buying more. Economic concerns are also leading consumers to make more informed purchasing decisions and look beyond price when shopping for beauty and personal care. Recognizable ingredients and brands are gaining traction, posing potential threats to some companies.

Given that the beauty market is constantly evolving, brands and retailers have plenty of opportunities to appeal to and better serve consumers. In the short term, providing proof of the various forms of value (eg convenience, affordability, quality, premiumness) that a brand and service/product can provide will be essential. Looking ahead, brands and retailers will need to increase the focus on and be more proactive about their CSR efforts as topics like sustainability and DEI become increasingly important.



“Lifestyles, budgets and beauty routines are evolving. An increased focus on the various forms of value is leading consumers to make more informed purchasing decisions and look at aspects beyond price.”

– Marisa Ortega, Retail & eCommerce Analyst

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