

Evolving eCommerce: Beauty Retailing: Incl Impact of COVID-19 - US - November 2020

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This report looks at the following areas:

While the total beauty category will continue facing challenges, the online channel represents growth opportunities for the market. Features such as virtual discovery and trial tools, video tutorials and shoppable social content have become more common across the industry and will drive engagement and selling opportunities moving forward. As consumers remain hesitant to shop in-store, they will turn to online channels and content for the fun beauty shopping experience they are used to getting in stores.

- The impact of COVID-19 on consumer behavior and the online beauty market
- How the online beauty category is better positioned compared to the last recession
- The increased need for reassurance and flexibility in shopping online
- The role of social media in online beauty shopping moving forward



“Disruptions to consumers’ lifestyles caused by the pandemic, combined with the recession, have created challenges for the beauty industry. Consumers are re-evaluating their beauty needs and limiting nonessential spending overall.”

– Alexis DeSalva, Senior Retail and eCommerce Analyst

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