

# Beauty Retailing through the Internet:

## U.S. Channel Analysis and Opportunities



This report explores one of the fastest growing beauty retailing channels in the United States—the Internet. While the overall sales growth of cosmetics and toiletries level off at just under 3% between 2013 and 2014, sales through the Internet record a robust growth of nearly 20%.

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### Channel overview:

Includes the role and position of e-commerce in the overall beauty retailing distribution chain. Explores how sales and growth for beauty through the Internet channel compare to the total market performance.

### E-tailer overview:

Sales and examples are provided for the different types of Internet e-tailers that sell beauty products, including retail-owned websites, such as nordstrom.com, and branded websites, such as clinique.com, as well as pure play, including dermstore.com and amazon.com.

### Role of cosmetics and toiletries:

Sales for five product classes consisting of over 20 personal care and beauty categories are provided, as well as key trends that are shaping the Internet channel.

### Outlook:

A forecast of the channel's sales and growth of cosmetic and toiletry products, with commentary on issues and trends likely to influence the performance of the channel and its various categories in the future.

## This Report Will:

- Show why alternate channels, such as the internet, are so important to beauty marketers
- Examine which product categories perform especially well in the channel and why
- Help marketers develop stronger business strategies through gaining an understanding of this channel and its strengths

