

Top-10 beauty and personal care brands on Amazon: First-party sellers

\$ Sales Rank	Brand
1.	L’Oreal
2.	Revlon
3.	Neutrogena
4.	Maybelline New York
5.	Redken
6.	Olaplex
7.	Moroccanoil
8.	Matrix
9.	CeraVe
10.	BaByliss

Source: Volume Estimates from NielsenIQ Data Impact for Amazon w/e 12/31/22

Top-10 beauty and personal care brands on Amazon: Third-party sellers

\$ Sales Rank	Brand
1.	Beetles Gel Polish
2.	Clinique
3.	Modelones
4.	Essence
5.	L’Oreal
6.	Aveda
7.	Versace
8.	Estee Lauder
9.	Neutrogena
10.	COSRX