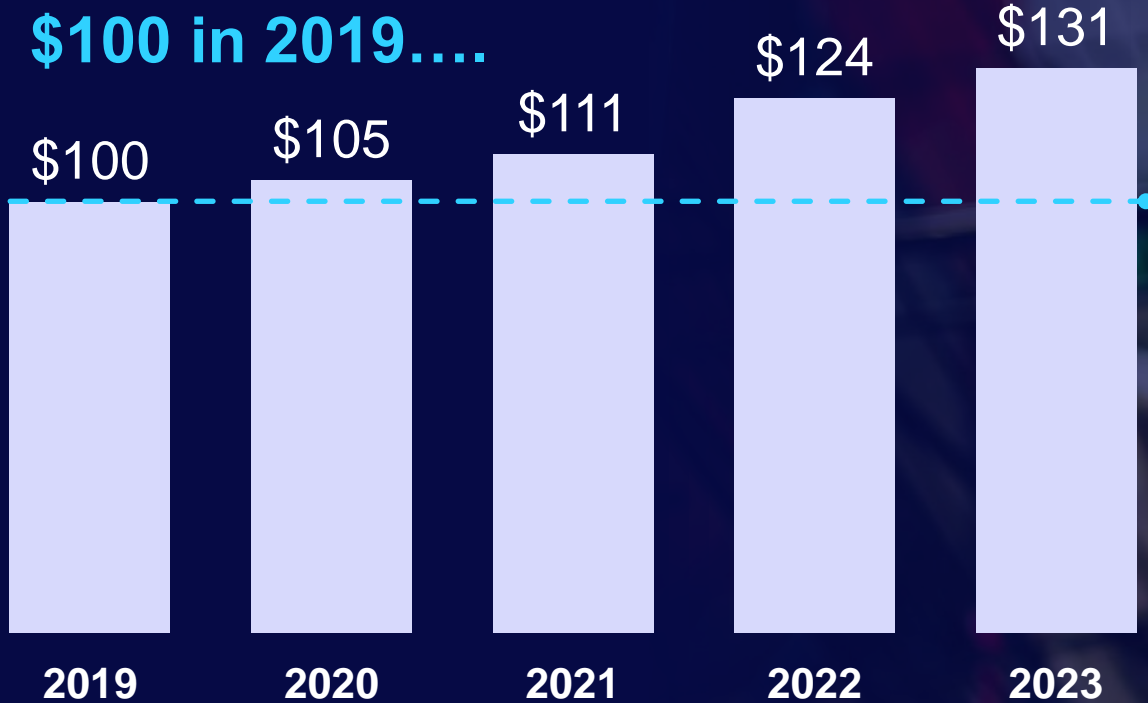


The Evolving Retail Landscape

Highlights from CHPA SLS 2024

NIQ

Compounding inflation has impacted consumers

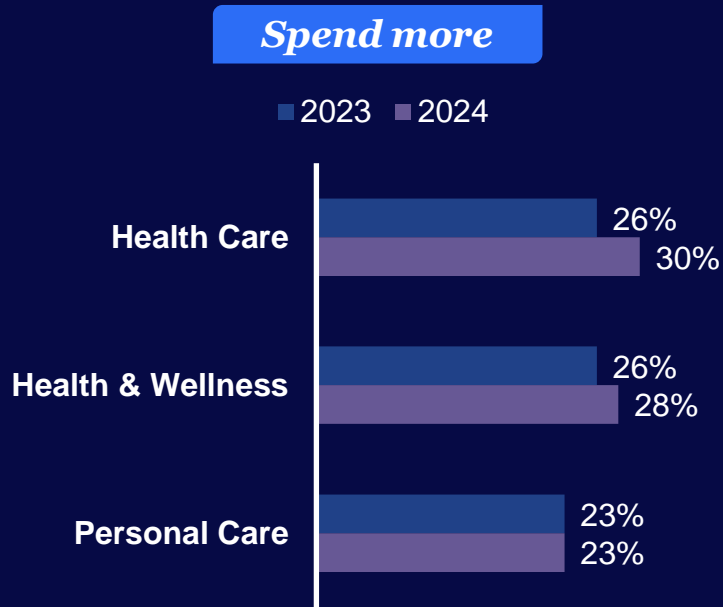


Total Store	2021	2022	2023
Dollar Trend	+2.9%	+7.1%	+3.1%
Unit Trend	-2.8%	-3.0%	-2.5%
Average Unit Price Trend	+5.9%	+10.4%	+5.8%
% Units sold on Promo	28%	27%	29%

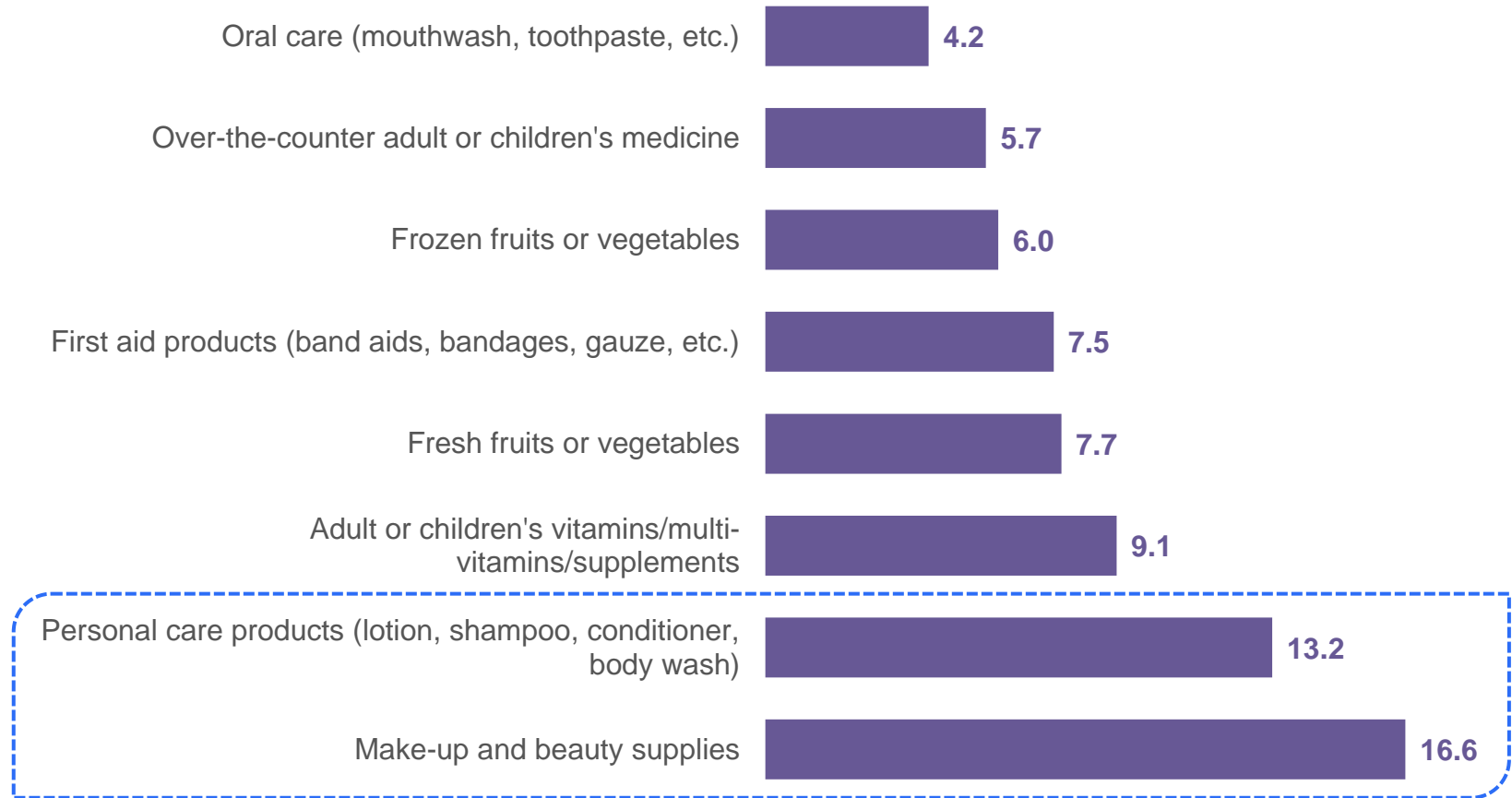
Source: NIQ, Retail Measurement Services; Total US xAOC; Total Store; Average unit price % change vs year ago; Monthly periods ending December 30, 2023

NIQ, Retail Measurement Services, Total U.S. xAOC (UPC-coded + random-weight/Non-UPC) plus Convenience (UPC-coded), 52 weeks ended 1/1/2022, 12/31/2022, and 12/30/2023 vs. year ago

Most consumers anticipate spending more on **health care, health and wellness and personal care in 2024** and would cut back on **makeup and beauty first, to save money**



If prices rise in the next 6 months, which of the following everyday items, if any, do you expect to cut back on in, order to save money?



Source: NIQ Consumer Outlook 2024, compared to metrics from 2023 study (or, Mid-year 2023 where required), US market NIQ Recession Perceptions Survey, September 2023

Online shopping comes in many forms with pure play retailers leading consumer choice

Where do you normally shop for grocery & household items?

% respondents who shop at this channel – U.S.



Source: NIQ 2024 Consumer Outlook, U.S. TikTok Shop sales

81%
of TikTok dollar sales are from health and beauty.



TikTok Shop is already the **#12** Health and Beauty ecommerce retailer since its launch in September 2023

Top 5 selling categories

- Facial skin care
- Supplements & vitamins
- Lip cosmetics
- Cologne and perfume
- Body lotions and treatments

Top personal care categories

- Vitamins and supplements
- Oral hygiene
- Ear care
- Suncare
- Pain relief
- Medical equipment

The “ecosystem” for personal care can influence opportunity

Retailers and consumers expanding lens of beauty and wellness

Retailers meeting health proactive, treatment and immediate health needs

Personal Care share of Health & Beauty Care

67% | Warehouse

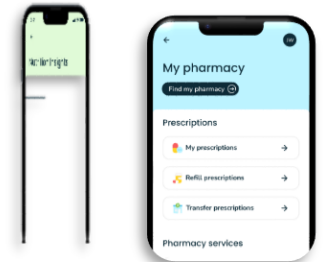
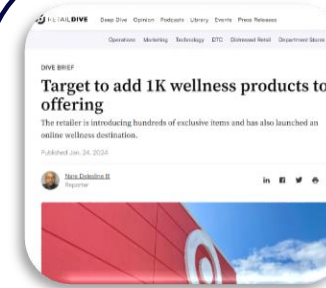
64% | Drug

62% | Grocery

58% | Amazon

48% | Dollar

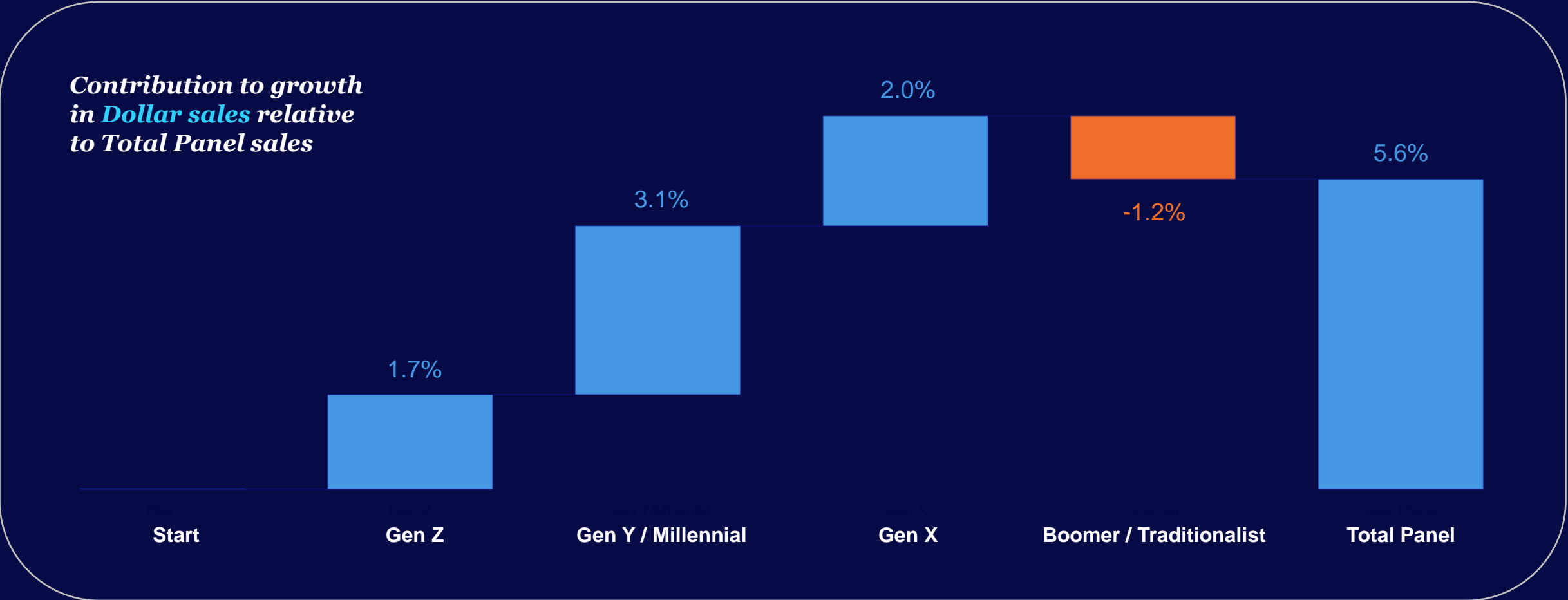
\$148.2 Billion



**Personal care (oral care, fem care, sexual wellness)
Source: NIQ Omnishopper Panel Total US Latest 52 weeks ending December 30,2023

Gen Z is the fastest growing demographic in number of buyers across the store

Off-setting declines of baby boomers



Source: NIQ Omnishopper Panel; Total US; Total Store; \$ share of growth distribution; 52 weeks ending December 30, 2023



Thank you

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NIQ