

BEAUTY TRENDING INSIGHTS:

The holidays look bright for beauty



The holidays have always been a key selling period for the beauty category driven by gifting and purchasing for social gatherings.

While U.S. consumers are feeling the strain of rising prices, they have proven that beauty is non-negotiable as dollar sales are up +11.8% and unit sales are +4.2% year to date across the NIQ Full View™ of the beauty market.

All signs point towards a strong 2023 holiday season, with continued growth for the beauty category.



NielsenIQ's predicted Hot Sellers for the 2023 holiday season

Fragrance

Historically, **25%** of fragrance sales are sold during the holidays

Year-to-date dollar sales are **+13.9%** and units are **+13.0%**

Hair tools

Popular hair tool brands Dyson and Shark both had a strong double digit dollar growth in the 2022 holiday season and are expected to be highly sought after this season

Curling brushes are up **+45.5%** in dollar sales year to date

Nail sets

This DIY nail trend remains popular as consumers are looking to save money while still maintaining their beauty routines

Artificial nails are up **+12.2%** in dollars and up **+10.8%** in units year-to-date

Skin care

Skin care continues to be important to consumers with year-to-date dollar growth up **+10.8%** and treatments up **+24.0%**

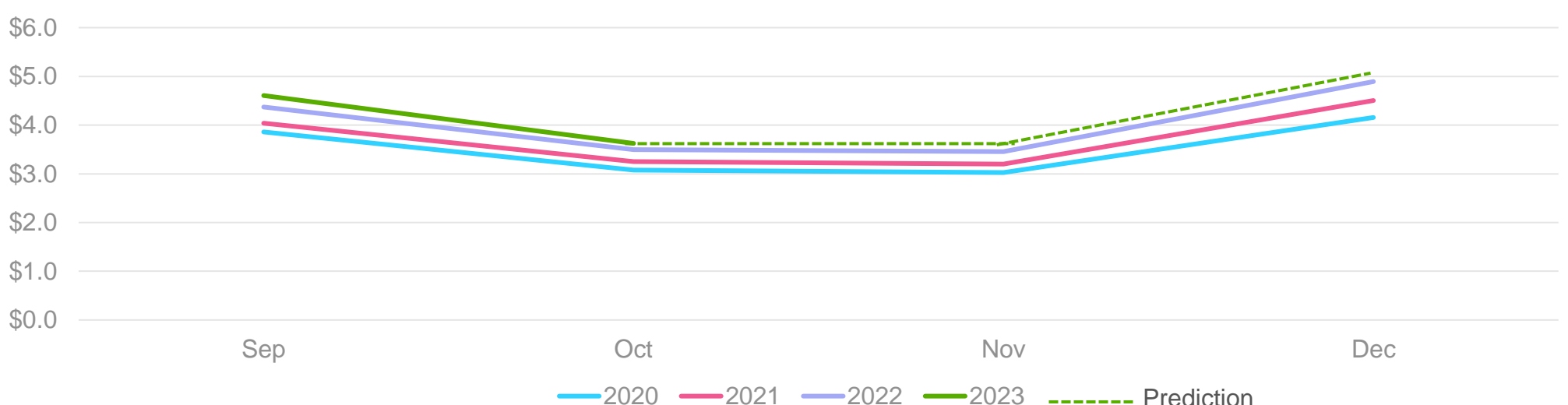
Tools like LED light masks are also rising in popularity

Source: NielsenIQ Omnishopper Panel Total US YTD period ending 7/15/2023. Holidays are defined as the 5 weeks ending 12/24/2022. NIQ Full View™ of the beauty market includes mass and luxury

The beauty and personal care category has had strong sales year over year with 2023 consistently outpacing the prior year

13% of Beauty sales are sold during the holidays

Mass Beauty and Personal Care dollar sales (B)



Source: NielsenIQ Total US xAOC week ending 10/28/2023

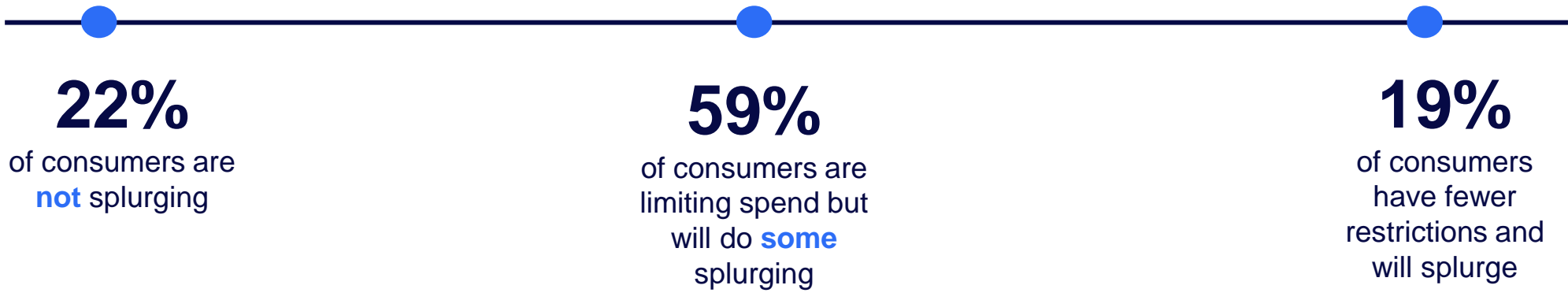


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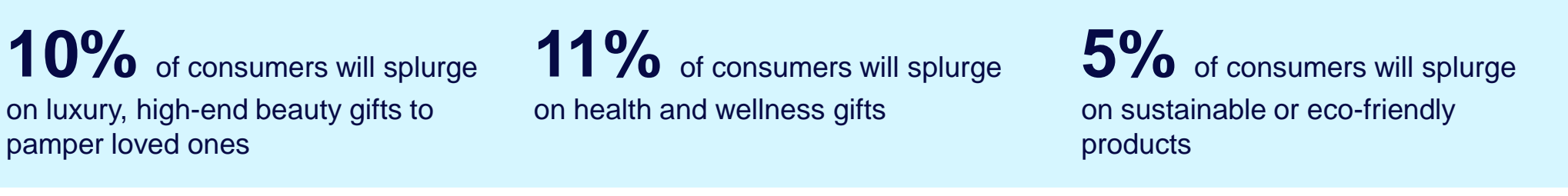
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Despite the financial strain many U.S. consumers are facing, consumers are still willing to do some level of splurging


\$\$\$ Splurge or save on total holiday preparations?



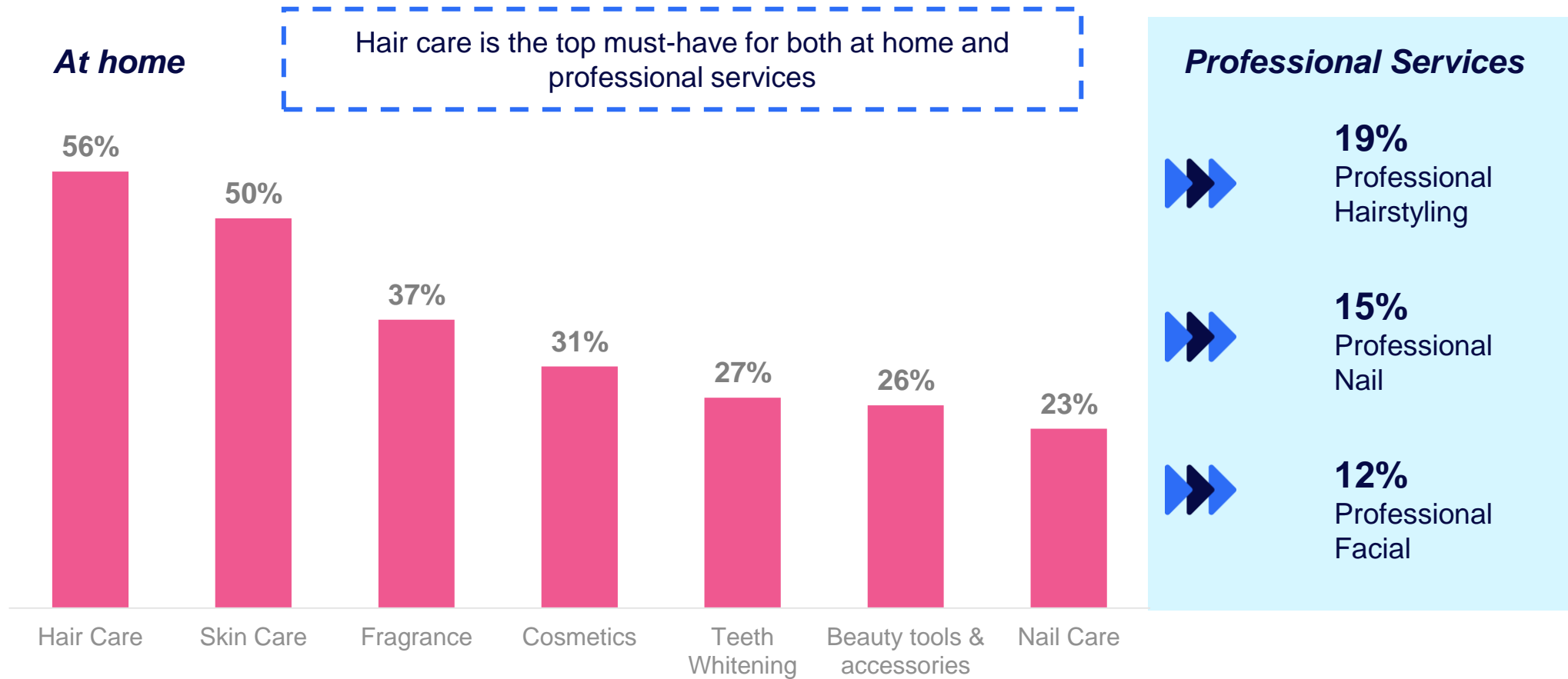
Of those willing to splurge...



Consumers deem different categories essential to their holiday celebrations

 **38%** of consumers consider beauty products and services to be essential for the holiday season

Of those consumers who consider beauty to be essential, their **must-have** categories are:



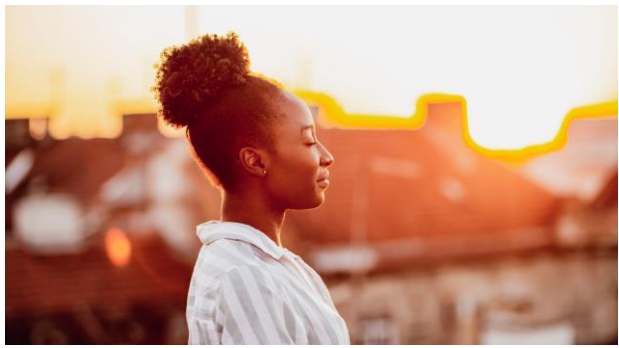
Source: NielsenIQ Holiday Outlook Survey 2023

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Self care is considered essential this year with consumers prioritizing wellness and me-time



Time to myself

66% of consumers noted "time to myself" as essential this holiday season



Products to maintain wellness

58% of consumers named wellness products such as vitamins and supplements as essential this holiday season

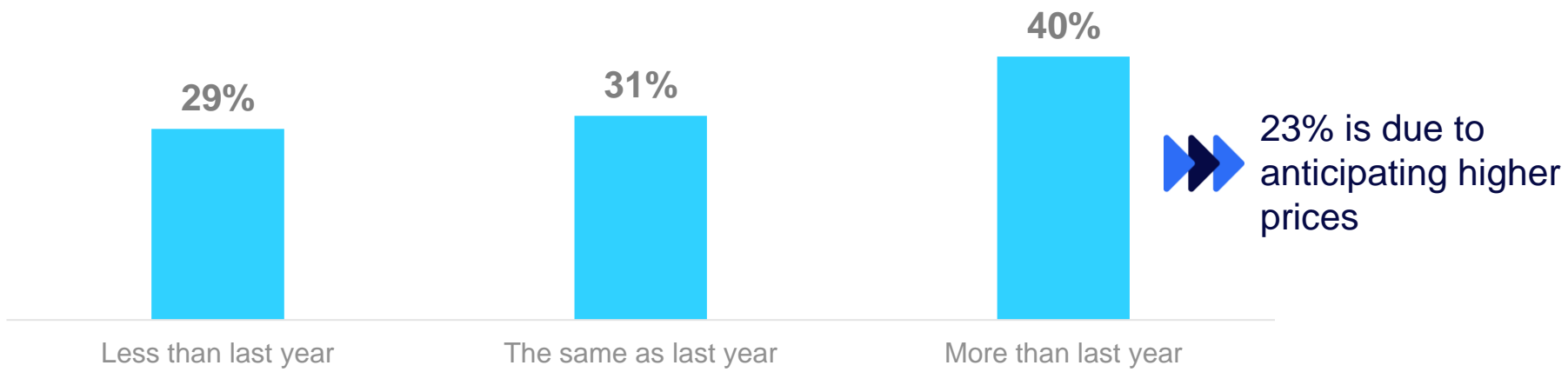


Bath/pampering products

30% of consumers see bath and pampering products such as bath bombs and body salts as essential this holiday season

While a larger percent of consumers are planning on spending more this year, higher prices are in part a driver

Compared to last year I plan on spending...



Source: NielsenIQ Holiday Outlook Survey 2023

The fall Amazon Prime Day event is a key indicator of how consumers are planning on shopping the upcoming holiday season

Beauty buyers had a strong fall Amazon Prime Day and planned on participating in other major shopping events this holiday season



96% of beauty buyers are either somewhat or very likely to shop Black Friday/Cyber Monday



30% of beauty buyers planned on shopping Sephora's VIP Sale



28% Of beauty buyers planned on shopping Ulta's Gorgeous Hair Sale

Source: The NIQ Fall Prime Big Deal Day Survey 2023, was conducted on Tuesday, October 10, 2023; and garnered responses from 2,500 U.S.-based consumers. Data is for the beauty shopper unless otherwise noted