



Beauty Trending Insights: 2023 Holiday Review

The holidays are a key selling period for the beauty category for both gifting and gathering opportunities.



\$12.7 Billion
+11% (\$ vs 2022)
+22% (\$ vs 2021)

spent on Beauty & Personal Care during the 2023 Holiday season

1.5B Units
+4% (U vs 2022)
+1% (U vs 2021)

Beauty & Personal Care items purchased during the 2023 Holiday season



\$7.2 Billion (+10% vs 2022)
In-store



\$5.6 Billion (+12% vs 2022)
Online

Top channels

\$5.3B (+17% vs 2022)
Mass

\$3.6B (+8% vs 2022)
Beauty Supply

\$997M (+3% vs 2022)
Department Store

Spotlight: TikTok Shop



TikTok Shop was the **#11** beauty and wellness ecommerce retailer for the holiday season

Top selling beauty categories for the holidays on TikTok Shop were

- Facial Skin Care
- Lip Cosmetics
- Cologne & perfume

Holiday 2023 Category performance

Gifting

Shower Gift Sets/Kits	+37.5%
Body Spray	+22.0%
Bath Additions & Treatments	+17.3%
Nail Grooming Sets/Kits	+16.5%
Body Lotions & Treatments	+15.5%

Holiday gathering

Cologne & Perfumes	+18.7%
Body Wipes	+17.4%
Hair Styling Products	+15.1%
Hair Tools	+14.7%
Hair Accessories	+14.6%



Trending Search terms

Fragrance

Hypoallergenic +358%
Luxury +217%
Oil form +59%
Travel size +46%

Bath & Shower

Ayurvedic +2055%
Soothing +589%
Nontoxic +425%
Tablet form +255%

Lip Cosmetics

High shine +433%
Hydrating +272%
Goat milk ingredients +186%
Beeswax free +159%