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Amazon Prime Day Beauty Results Europe



Prime Day's impact on beauty e-commerce sales

Amazon – Prime Days July 2024 - Beauty – EU5 Average

Personal Care Priority



45% of Prime Day buyers
shopped Personal Care

(FMCG)

Amazon's E-com dominance



66% average share of
beauty e-commerce sales

(+ 28 pts vs YTD '24)

Prime Day Acceleration



+ 3 pts share uplift
vs Prime Day July
2023

Source: Fox Intelligence calibrated e-receipt panel (FMCG) – July 16-17th 2024 vs YTD July 15th, 2024 – Averaged across UK, France, Germany, Spain, Italy – Beauty = Cosmetics, Fragrances, Hair Care, Skin Care (Body Cleansing, Face Cleansing, Skin Conditioning & Moisturizing, Sun Care)

A glimpse into Prime Day spending drivers

42%

Gen Y consumers were the
highest contributors to UK
Prime Day Beauty spending



€33.4

Average Prime Days customer
spend on Beauty in Germany –
20% more than Prime Day 2023



21%

Of Prime Day buyers in Spain
purchased a Skin Care product



22h – 24h
17th July

The final 2hrs of the event saw
the highest value contribution
to sales in Italy (11%)



Source: Fox Intelligence calibrated e-receipt panel (FMCG) – July 16-17th 2024 – Beauty = Cosmetics, Fragrances, Hair Care, Skin Care (Body Cleansing, Face Cleansing, Skin Conditioning & Moisturizing, Sun Care)

Prime Day Winners

Hot Brands



Popular Products



Want a deep dive into Prime Day 2024?



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Book a session with Fox
Intelligence e-commerce
experts

Source: Fox Intelligence calibrated e-receipt panel (FMCG) – Selected best-selling beauty items on Amazon between July 16-17th 2024 | UK, France, Germany, Spain, Italy – Beauty = Cosmetics, Fragrances, Hair Care, Skin Care (Body Cleansing, Face Cleansing, Skin Conditioning & Moisturizing, Sun Care)

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