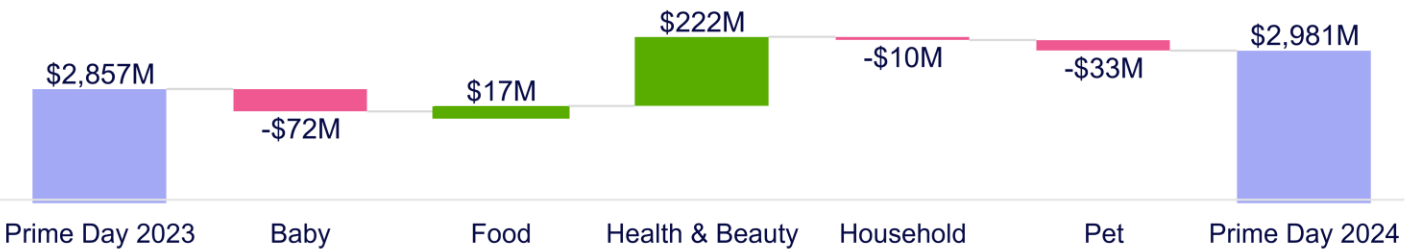


Prime Day Glam Gains: How Beauty took center stage during the two-day sale

July 16 & 17, 2024

Health & Beauty Care was the driver of sales gains for Prime Day

■ Increase ■ Decrease ■ Total



Data is CPG universe only

Beauty saw increased shopper engagement and spending

24%

of Prime Day shoppers purchased beauty

26%

of Prime Day beauty shoppers were Millennials

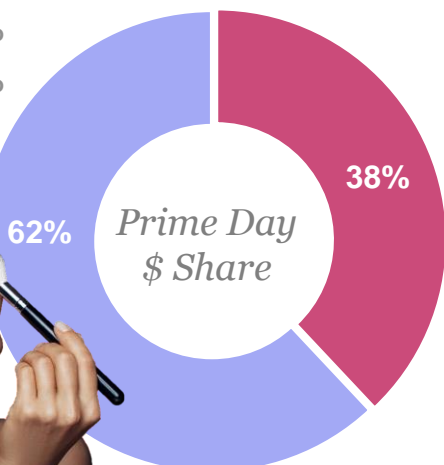
\$8.60

spent more on Beauty by Prime Day Buyers vs YA

Source: FoxIntelligence Total US

3P, or third-party vendors, saw faster \$ growth for Health & Beauty categories

■ 1P
■ 3P



1P

Health & Beauty 1P
+8.4% vs YA

3P

Health & Beauty 3P
+27.0% vs YA

1P: Purchased directly from the brand, 3P: Purchased from a third-party vendor

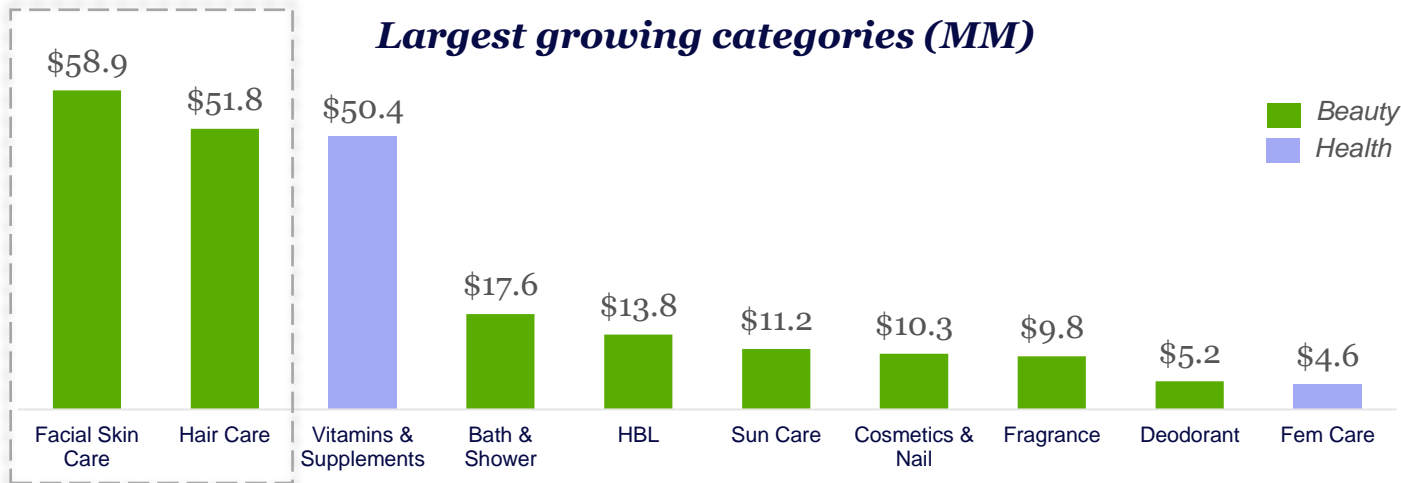
Prime Day Glam Gains: How beauty took center stage during the two-day sale

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Skincare and Hair Care contributed the most to Beauty's success

Largest growing categories (MM)



Facial Moisturizer and Shampoo/Conditioner were growth leaders

Facial Skin Care

Hair Care

Largest growing segments (MM)

Moisturizer	\$36.5	+61%
Cleanser	\$11.2	+32%
Eye	\$3.7	+27%
Appliances	\$3.4	+38%
Toner	\$2.2	+106%
Treatment	\$1.9	+19%

Shampoo/Conditioner	\$16.3	+43%
Treatment	\$10.2	+24%
Tools	\$10.0	+34%
Styling	\$6.5	+21%
Accessories	\$1.9	+5%
Coloring	\$1.2	+14%

Who shopped the Beauty sale and when?



57% of Total Beauty sales happened on Wednesday, the second day of sale

14% of Target shoppers purchased Beauty on Amazon during Prime Days

19% of Sephora shoppers purchased Beauty on Amazon during Prime Days

Source: FoxIntelligence, Total US, Health & Beauty Care, 7/15/2024 and 7/16/2024