

Beauty Retailing - US - January 2015

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“For many consumers, buying beauty products can become somewhat of a mundane task. Shoppers in this category have a multitude of options to choose from including where they shop and what they buy, but still, many will frequent a few favorite places, and/or buy the same brands repeatedly.”

– Diana Smith, Senior Retail & Apparel Analyst

This report looks at the following areas:

- What drives consumers to purchase beauty products?
- What role do men play in the beauty products market?
- What do consumers say they want more of when it comes to beauty products?

Total US retail sales of beauty products reached over \$30 billion in 2014, an increase of nearly 2% from the previous year. Sales are expected to grow slowly but steadily through 2019, with an expected 12% rise compared to 2014. This growth is being fueled by consumers' routine purchasing behavior in the beauty category as well as growing populations of key demographic groups – namely women and Hispanics. Men, though, are influencing the market to a greater degree as well, as they invest more time and money in beauty products. Furthermore, online and mobile shopping have provided easier access to beauty products and allowed for greater convenience when shopping for these, while the proliferation of social media has given consumers another way to research products and/or learn about new trends.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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