

Beauty Retailing - US - October 2019

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"Interest in beauty and personal care hasn't faltered, but what consumers are buying is evolving as are where and how they do so. In-store shopping is still the most preferred method for most types of purchases, but the digital experience is increasingly important, especially for pre-purchase research. Consumers also have seemingly unlimited options as to where they shop for BPC needs."
- Alexis DeSalva, Retail & Apparel Analyst

This report looks at the following areas:

- Top purchases signal shifting interests and underserved consumers
- Category experts face stiff competition
- Younger consumers are more considerate of environmental impact

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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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