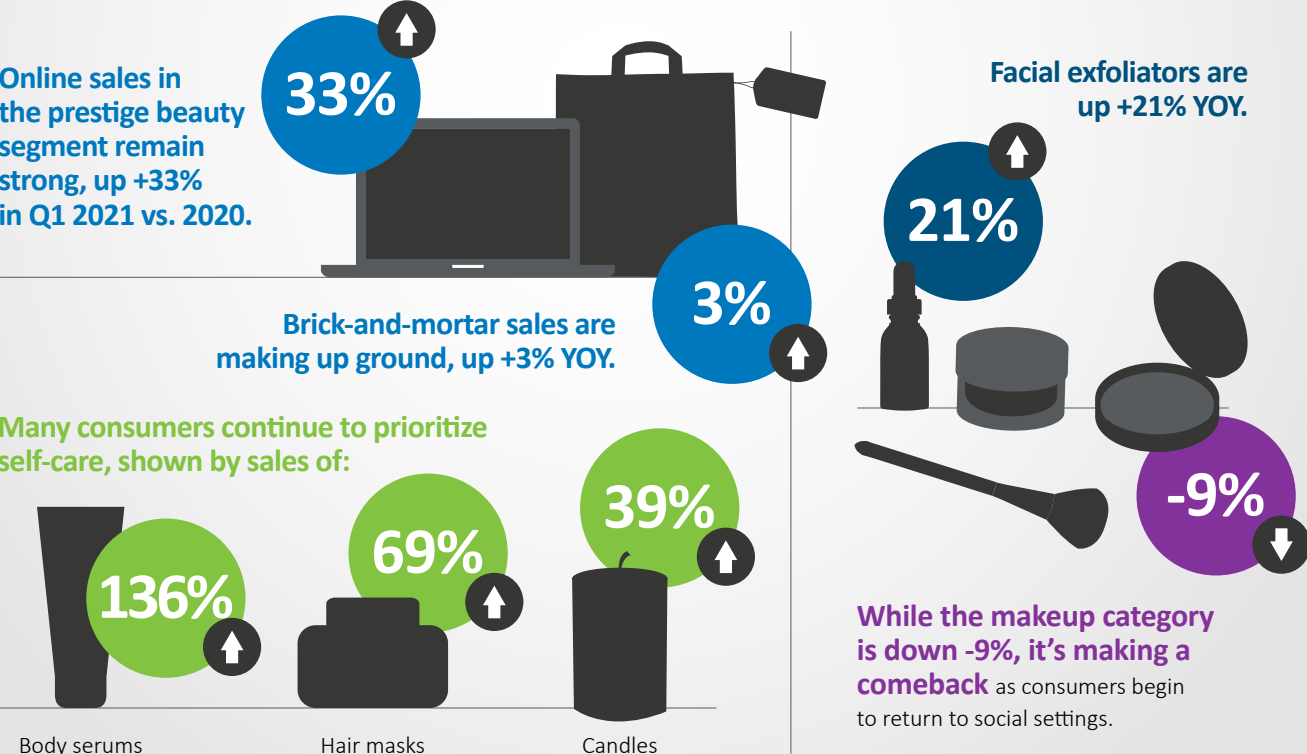


Bright Spots in Prestige Beauty

In the first quarter of this year, sales of U.S. prestige beauty products reached nearly \$4.2B. That's +11% sales growth over Q1 2020. We've passed the one-year anniversary of pandemic-related retail closures and we are finally starting to see positive news in the industry. **Here's a closer look ...**



Our team of beauty analysts will continue to closely watch what's happening in prestige beauty as the country's vaccination program progresses and the buzz about easing mask guidelines increases. Will the lead-up to summer and a possible return to more normal activities bring more growth to our categories?

Source: The NPD Group/U.S. Prestige Beauty Total Measured Market, January — March 2021 vs. 2020

Get more insights like this. Contact Jackie Wagner at jackie.wagner@npd.com.

