

Top Five Fastest-growing E-commerce Beauty Segments in March

With physical stores in the U.S. temporarily closed, online represents nearly all of the industry volume. In terms of dollar share, e-commerce typically accounts for around 20% of total prestige beauty industry sales. In the last week of March, online sales grew by 47% and captured close to 90% of total industry spend. Based on their online purchase behaviors alone, consumers are clearly partaking in self-care and creating a spa-like environment during quarantine.



Source: The NPD Group/BeautyTrends®, department and specialty, Weekly Data by Channel, e-commerce dollar growth March 1 – March 28, 2020



Larissa Jensen
Vice President and
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“Both the short- and long-term implications of this crisis on the beauty industry are significant.

In the short term, sales will be hit hard, but looking further ahead the growth opportunities are strong. Beauty provides confidence, hope, and a temporary escape. Contrary to today’s more formal definition, beauty is essential. If you doubt it, think about this: What is the first thing most people will do when they emerge from quarantine? I’d be willing to bet that hair salons, nail salons, and barbershops will be overrun.”

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