



Euromonitor  
International

# Beauty and Personal Care in the US

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DISCLAIMER

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- Inclusivity influences product launches in baby and child-specific hair care
- E-commerce continues to gain share

PROSPECTS AND OPPORTUNITIES

- Steady growth anticipated over the forecast period, supported by innovation and more sophisticated formulations
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Bath and shower products for a glowing look and moisturising peak in popularity

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Outperforming colour cosmetics brands foster consumer engagement and lead with innovative product development  
Retail e-commerce continues making gains, while department stores and pharmacies struggle to keep up

PROSPECTS AND OPPORTUNITIES

Cautiously optimistic expectations for colour cosmetics in 2025, as economic uncertainty looms and beauty consumption normalises  
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PROSPECTS AND OPPORTUNITIES

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Body mists capture the attention of players and consumers across the price spectrum  
While department stores struggle, attention is turned towards e-commerce

PROSPECTS AND OPPORTUNITIES

Positive outlook for fragrances in the forecast period, despite potential for more value-conscious consumers  
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Hair care growth remains stable despite slowdowns across beauty and personal care

Category leaders and indie disruptors continue to compete for consumers' attention through new, innovative, and premium product launches

Hair care distribution continues to be dictated by e-commerce presence and expansion of brands in physical retail

### PROSPECTS AND OPPORTUNITIES

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Some brands are moving away from a strict male focus, embracing gender-neutral offerings and unique collaborations

Expanded portfolio distribution through online platforms

### PROSPECTS AND OPPORTUNITIES

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Skin Care in the US

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Dermocosmetics-positioned brands again outperform in 2024, but pressure increases from newcomers leaning into ingredient-driven narratives  
Retail e-commerce continues gaining share, while department stores and pharmacies struggle to keep up

PROSPECTS AND OPPORTUNITIES

Consumers' purchasing behaviour expected to become more cautious or strategic in the forecast period, moderating the growth of skin care  
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Digitalisation plays a pivotal role

PROSPECTS AND OPPORTUNITIES

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Premium Beauty and Personal Care in the US

KEY DATA FINDINGS

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Premium beauty and personal care continues driving industry growth in 2024, supported by the strong performance of fragrances  
L'Oréal USA Inc benefits from a strong portfolio in dermocosmetics, helping maintain its leading position in premium beauty and personal care  
The ascendancy of health and wellness trends influencing premium categories

PROSPECTS AND OPPORTUNITIES

Premium beauty and personal care set to outperform mass, with premium brands expected to focus on offering entry-level or accessible products  
Healthy ageing and preventive wellness will be key areas of opportunity for companies, with the blurring of beauty and health  
Premium beauty and personal care expected to witness further strategic moves to establish value, from innovative product launches to technology

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Mass Beauty and Personal Care in the US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mass beauty and personal care witnesses modest growth, with highlights being bath and shower and deodorants

Established legacy players dominate, while indie brands are proving to be strong competitors

Private label and dupes satiate cost-conscious consumers, and brands expand into budget retailers and warehouse clubs

PROSPECTS AND OPPORTUNITIES

Rise of masstige offerings with elevated ingredient formulations to capture consumer dollars

Retailers and brands target new shoppers across the price spectrum

Digitalisation hones-in on immediacy and affordability

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