



Euromonitor  
International

# Where Consumers Shop for Beauty and Personal Care

September 2025

Key findings

Key facts to share

## STATE OF THE INDUSTRY

Beauty and personal care snapshot

Dermocosmetics and sun care grow, fuelled by shifting consumer priorities

Amid economic uncertainty, consumers reallocate their budget or seek small luxuries

Offline retail remains dominant as the growth of e-commerce starts to moderate

## OFFLINE RETAIL

Health and beauty retailers benefit from consumers' demand for expertise

Warehouse clubs and discounters grow through increasingly cost-conscious consumers

Grocery retailers are adapting to the opportunities emerging through BPC brand expansion

"Recession-proof" BPC is performing well in grocery channels through everyday luxuries

Consumers are polarised by desires for human interaction and technology

Supermarkets capitalise on consumer demands for affordable efficacy

SKIN1004 opts for offline channel strategy as a point of difference to support US expansion

## RETAIL E-COMMERCE

E-commerce continues to outpace industry growth through social selling and dynamic pricing

The impact of gifting holidays shifts as consumers look to year-round deals

LATAM consumers are benefitting from increased availability through e-commerce

Innovation in product recommendations increases per item online spend

Marketplaces' appeal grows beyond APAC through social commerce

Amazon focuses on monopolising the beauty and personal care market through investment

TikTok Shop becomes pivotal platform, gaining share through social selling

## CONCLUSION

Evolution of distribution within industry

Recommendations/How to win

## APPENDIX

Euromonitor Passport E-Commerce: Coverage and methodology

## About Euromonitor International

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- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/where-consumers-shop-for-beauty-and-personal-care/report](http://www.euromonitor.com/where-consumers-shop-for-beauty-and-personal-care/report).