

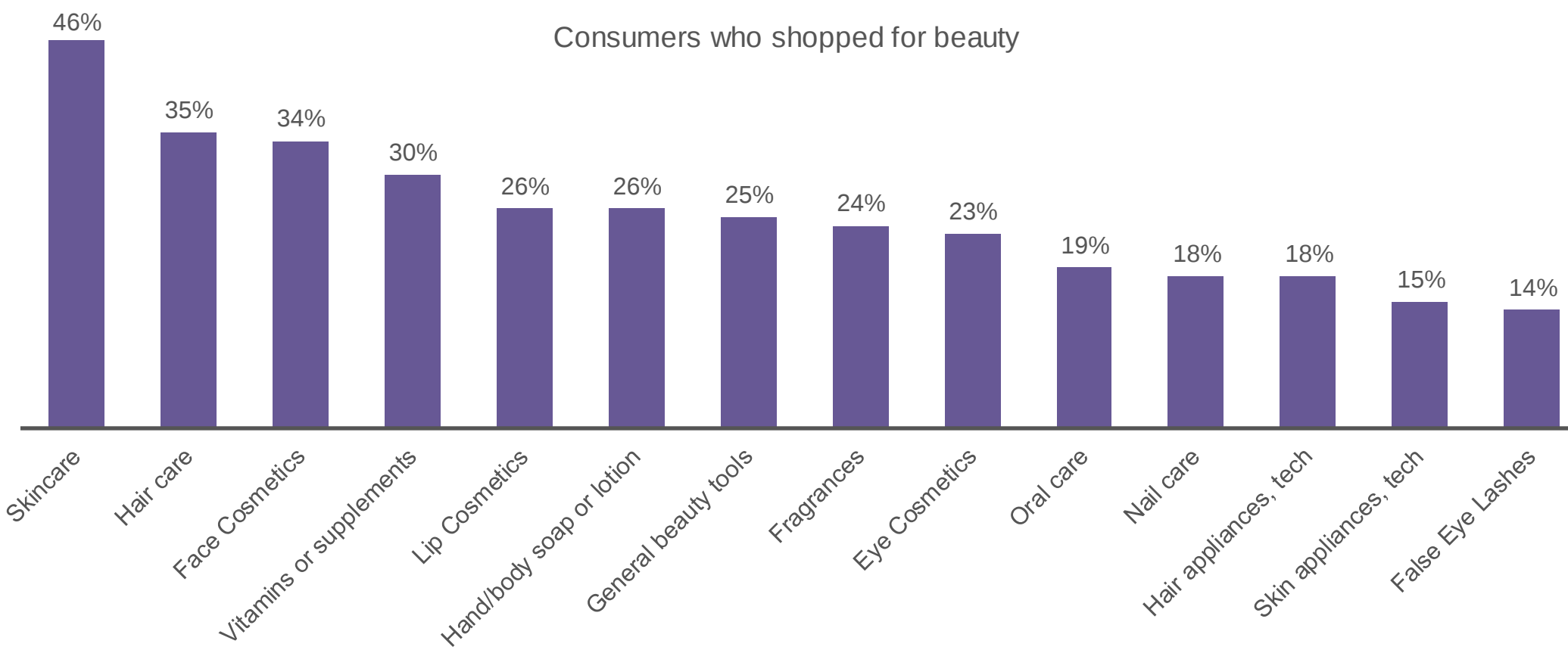
BEAUTY TRENDING INSIGHTS:

Beauty buyers outspend for Amazon fall Prime Day



22% of respondents stated they purchased beauty products on Amazon Prime Day

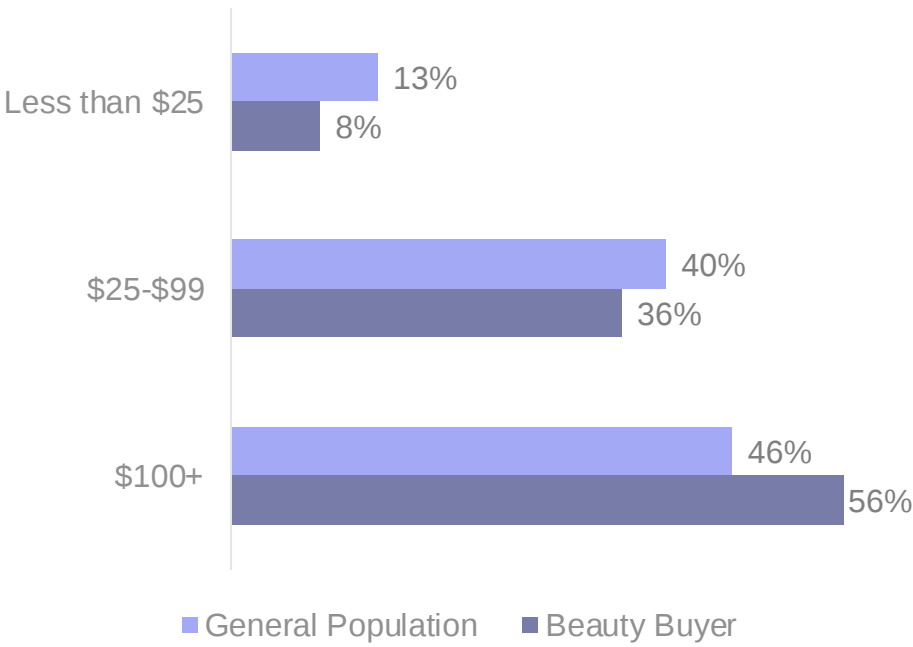
Q. Which of the following types of products did you purchase Amazon Prime Big Deal Day Sale today?



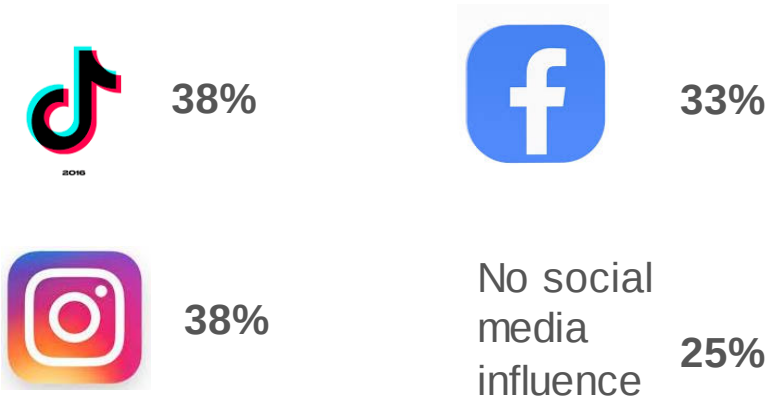
Prime Day Beauty Consumers



Q. In total, how much did you spend today at the Amazon Prime Big Deal Day Sale?



Q. Did a social media app influence you to buy a beauty product on Amazon during the Prime Big Deal Days this week?



Source: The NIQ Fall Prime Big Deal Day Survey 2023, was conducted on Tuesday, October 10, 2023; and garnered responses from 2,500 U.S.-based consumers. Data is for the beauty shopper unless otherwise noted