

Beauty E-Commerce in 2025: Navigating the next Era

April 2025

NielsenIQ



NIQ delivers the *Full View* of beauty buying behavior

- The industry's most trusted consumer data—more channels, sources, consumers, and regions
- Validated with point of sales data directly from retailers

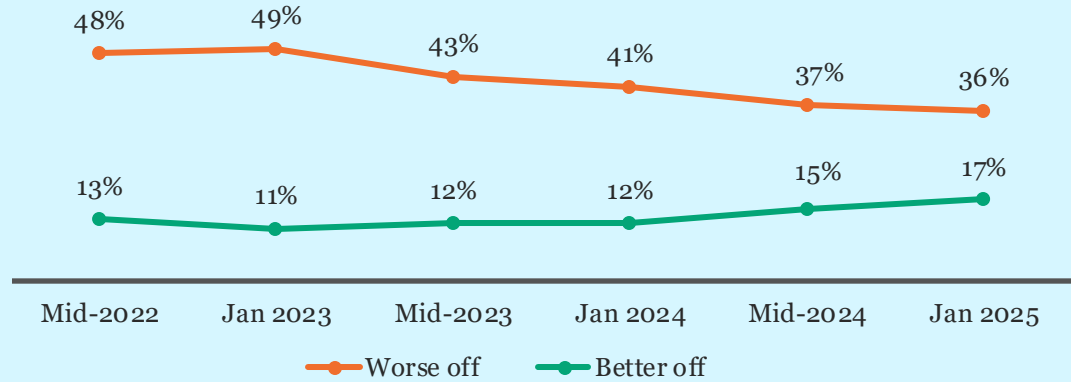


Global Beauty Performance



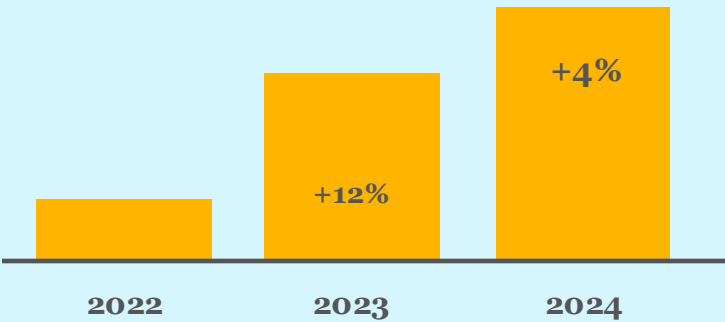
Consumers have a cautiously optimistic mindset entering 2025, but much on the horizon is unknown

West Europe Consumer Financial Position, Sentiment YoY



2023 Survive
2024 Revive
2025 Thrive?

\$100 → \$117



Consumers are *spending 17% more* vs 2022

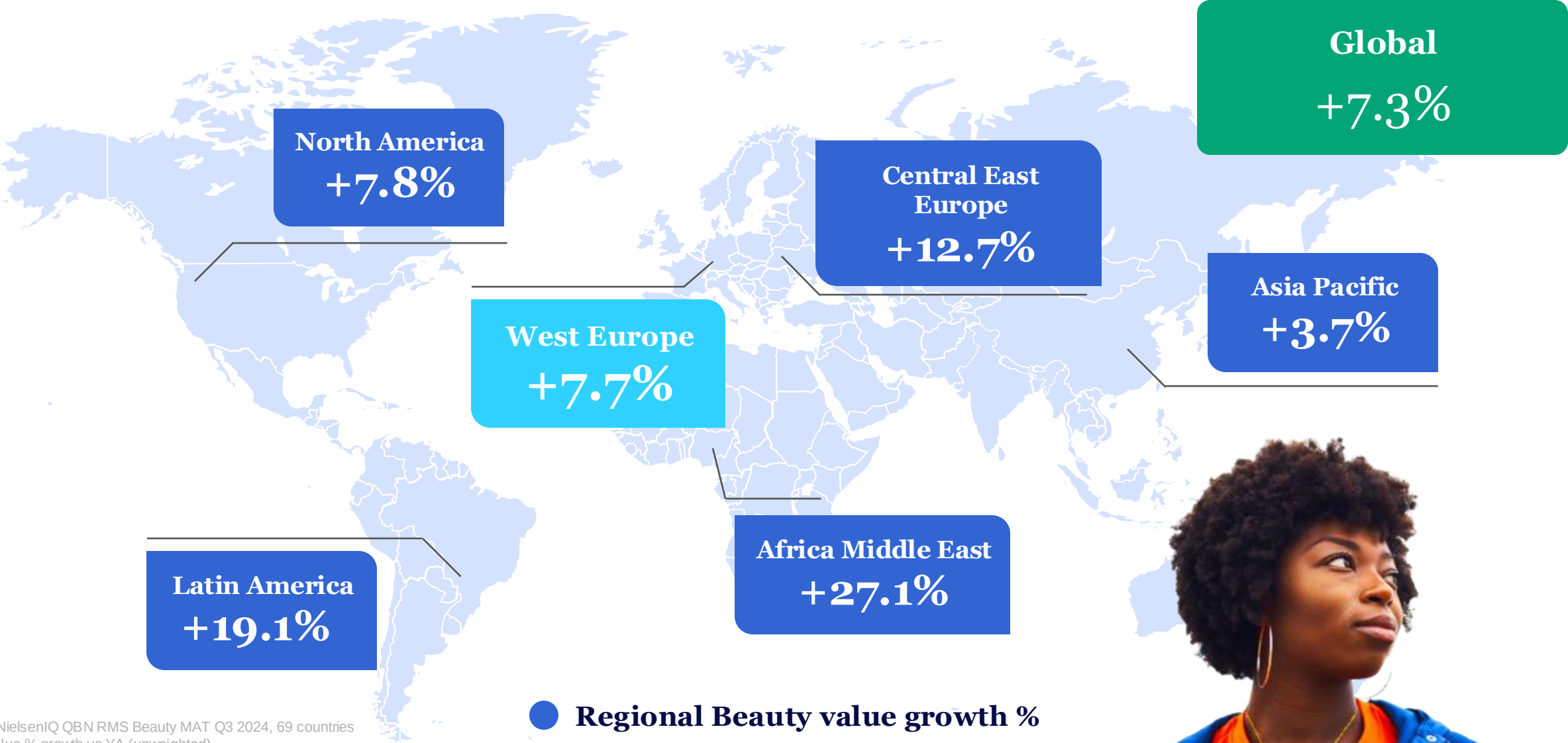


#4 biggest concern
Global Warming/Environment
Up from #5 in Jan 2024

Source: NIQ 2024 Mid-Year Consumer Outlook, Global, Q: Compared to a year ago, is your household better off or worse off financially?
Source: NIQ, Global Strategic Planner, 54 markets, Eq Vol Price % Change, L52we 6/16/2024 vs prior



Beauty Continues To Grow With West Europe In Line With Global Performance



● Regional Beauty value growth %

Source: NielsenIQ QBN RMS Beauty MAT Q3 2024, 69 countries
*Fact: Value % growth vs YA (unweighted)
Beauty = Hair, Skin, Fragrance, Cosmetic & Nail
Additional sourcing: Omnisales (FR, DE, IT, ES), Omnishopper (US), incl TikTok (CN), incl ecom (KR)



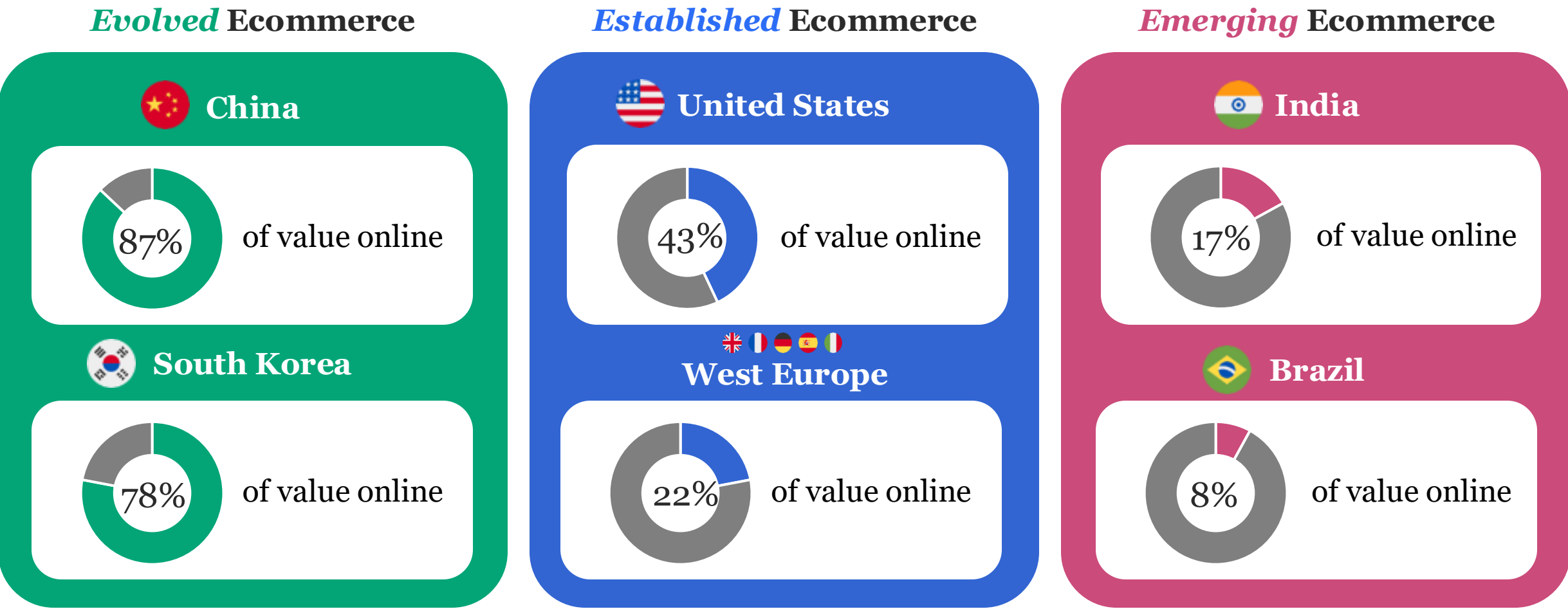
2025

Seeking Balance



Retail (R)- Evolution through Ecommerce

Online Growth outpace B&M in all regions



Source: NIQ Omnisaless MAT Jan 2025, NIQ Omnishopper Panel L52 week ending 11/30/2024, NIQ RMS incl ecommerce MAT Q3 2024

The Outlook Of The Online Beauty Market In Europe

Today, NIQ Digital Purchases
is the largest GDPR
compliant panel in Europe

Panel Size

+2M

online shoppers

NIQ *Digital Purchases*

Scope of Analysis & Number of Active Online Shoppers

Europe



354k



360k



338k



285k



297k



187k



164k



77k



70k



55k

Shoppers across Europe are dedicating an increasing share of their online spending to Beauty

Weight of Beauty online purchases in total e-commerce (services excluded) – in value

Total Ecommerce – MAT 2025



Source: NIQ Digital Purchase e-commerce consumer panel. Data ending 16 March 2025.

Beauty consumers are spending more and shopping more often online, with the UK leading the trend

Consumer KPIs per country

Online Beauty – MAT 2025

										
Average online spend per e-shopper	147,9 € ↑	112,7 € ↑	212,6 € ↑	107,0 € ↑	97,6 € ↑	122,8 € ↑	114,7 € ↑	148,4 € ↑	169,4 € ↑	122,9 € ↑
Purchase frequency	4,6 ↑	4,1 ↑	8,8 ↑	4,3 ↑	4,0 ↑	3,8 ↑	3,7 ↑	4,8 ↑	3,3 ↑	4,7 ↑
Average basket	31,8 € ↑	27,0 €	24,2 € ↑	24,8 € ↑	24,4 € ↑	32,1 € ↑	30,7 € ↓	31,2 € ↑	51,4 € ↓	26,2 € ↑
Penetration among e-shoppers	59% ↑	56% ↑	73% ↑	58% ↑	55% ↑	53% ↑	57% ↑	58% ↑	47% ↑	59% ↑

Source: NIQ Digital Purchase e-commerce consumer panel. Beauty : Cosmetics, Fragrances, Hair-care excluding hair styling and accessories, Body & Face cleansing, Skin conditioning and Sun care. Data ending 30 March 2025.

Amazon leads the beauty market in seven out of ten countries

Top merchants per country – in value
Online Beauty– MAT 2025

										
1	amazon ↓	amazon ↑	amazon ↑	amazon ↓	amazon ↓	DOUGLAS ↓	bol. ↓	amazon ↓	NOTINO ↑	amazon ↓
2	DOUGLAS ↑	SEPHORA ↓	Boots ↑	NOTINO ↑	PRIMOR ↑	bol. ↓	amazon ↑	NOTINO ↓	zalando ↑	Boots ↓
3	flaconi ↑	NOCIBÉ LA BEAUTÉ PARTAGÉE	TikTok Shop ↑	SEPHORA ↑	DRUNI ↑	ICI PARIS XL ↓	Farmaline ↓	DOUGLAS ↑	DOUGLAS ↓	LOOKFANTASTIC ↓
4	dm ↑	Vinted ↑	LOOKFANTASTIC ↓	DOUGLAS ↓	El Corte Inglés ↓	NOTINO ↑	ICI PARIS XL ↓	flaconi ↑	easy cosmetic™ ↓	SHEIN ↑
5	NOTINO	E.Leclerc ↓	ebay ↓	VERALAB® ↓	SEPHORA ↑	Kruidvat ↑	NOTINO ↑	Redcare APOTHEKE ↑	GALAXUS ↑	BROWN THOMAS ↓
Highest growth L12M	flaconi +1,1pts	amazon +2.5pts	TikTok Shop +3.4pts	PÀSSIONE BEAUTY +1,8pts	SEPHORA +1.9ptsp	deloox. +1.2pts	amazon +1.9pts	DOUGLAS +1.2pts	GALAXUS +2.2pts	SHEIN +5.5pts

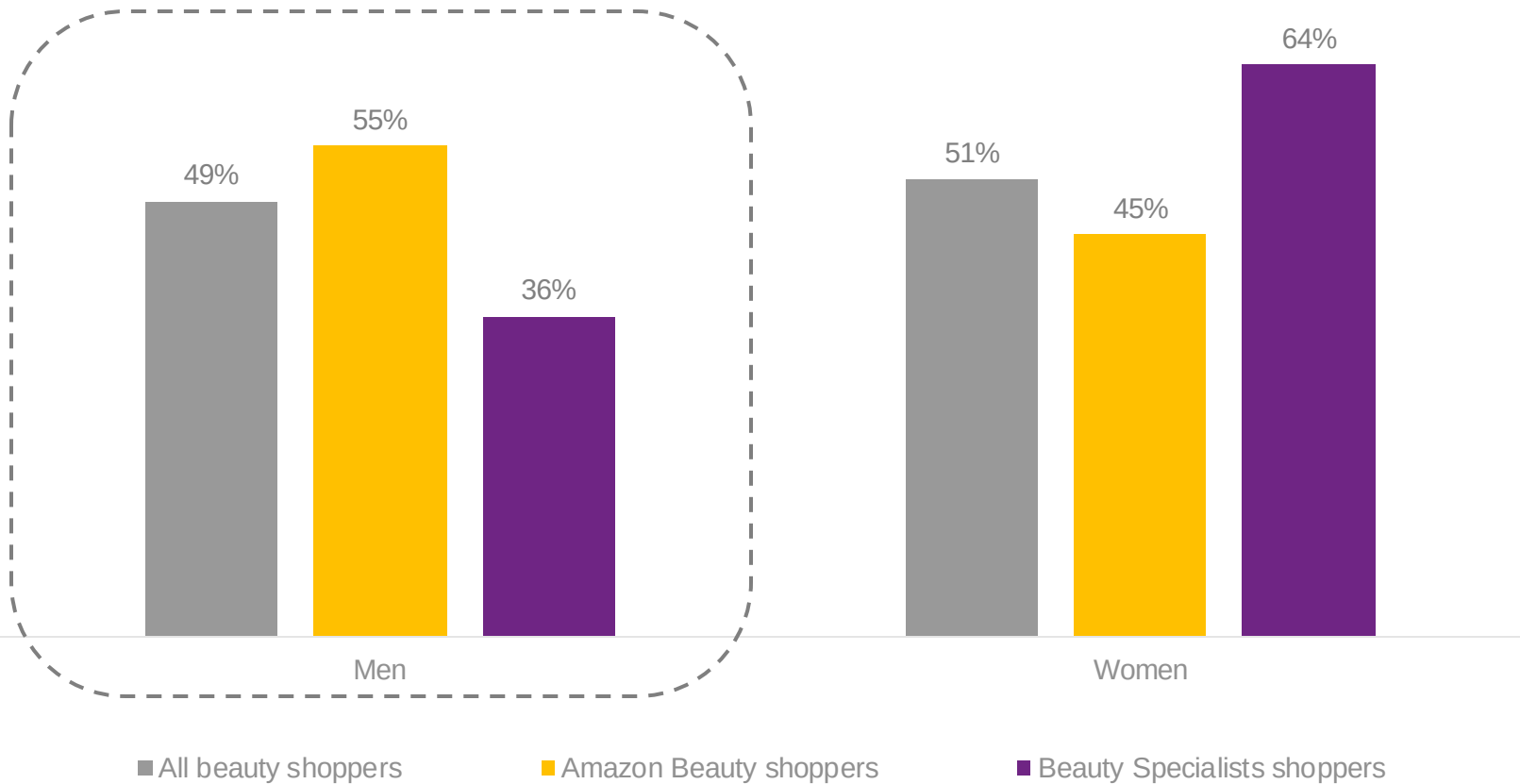
Source: NIQ Digital Purchase e-commerce consumer panel. Beauty : Cosmetics, Fragrances, Hair-care excluding hair styling and accessories, Body & Face cleansing, Skin conditioning and Sun care. Data ending 30 March 2025.

Amazon is Leading Beauty Online



#1 Men weight for 1/3 of online beauty sales, and Amazon has tapped into this market

Gender Penetration EU 10
Online Beauty– MAT 2025



49% of online beauty buyers
35% of the total beauty sales

Source: NIQ Digital Purchase e-commerce consumer panel. Beauty : Cosmetics, Fragrances, Hair-care excluding hair styling and accessories, Body & Face cleansing, Skin conditioning and Sun care. Data ending 30 March 2025.

#1 Men weight for 1/3 of online beauty sales, and Amazon has tapped into this market

TOTAL MARKET
EU10

44%
of the **hairecare**
buyers
online

35% of
value
sales

44%
of the **skincare**
buyers
online

30% of
value
sales

48%
of the **fragrance**
buyers
online

51% of
value
sales



47%
of the value sales
of Amazon

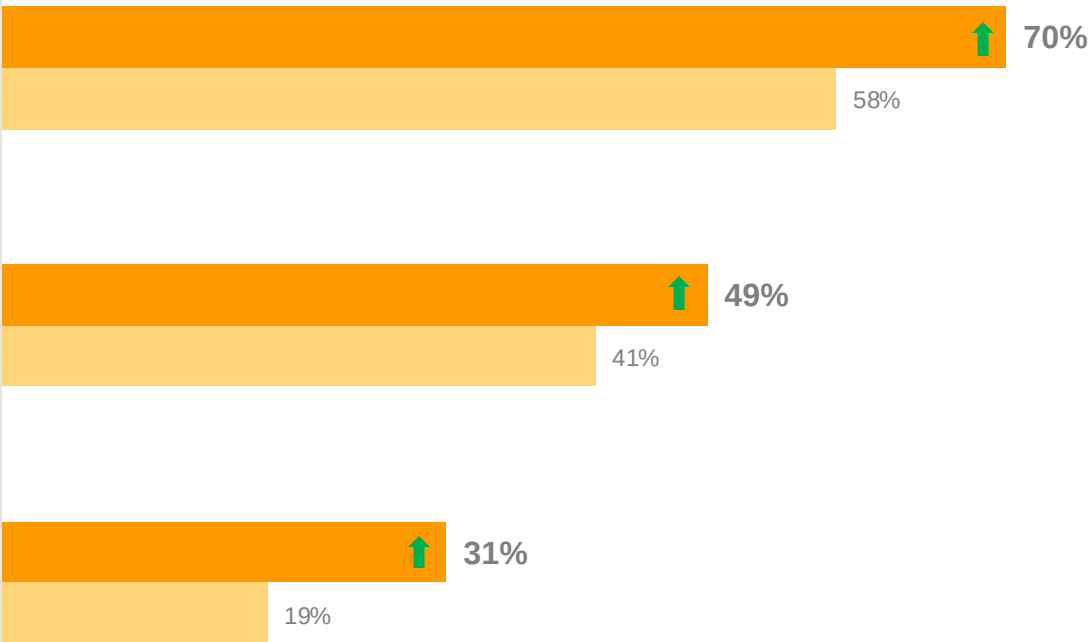
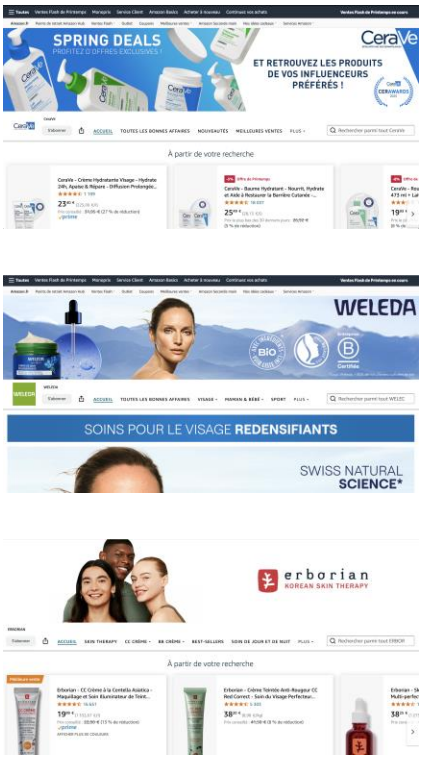
46%
of the value sales
of Amazon

64%
of the value sales
of Amazon

Source: NIQ Digital Purchase e-commerce consumer panel. Beauty : Cosmetics, Fragrances, Hair-care excluding hair styling and accessories, Body & Face cleansing, Skin conditioning and Sun care. Data ending 30 March 2025.

#2 Amazon is Accelerating in Dermo Cosmetics

Amazon market share per brand – in value
Online Beauty– MAT 2025



■ MAT 2025 ■ MAT 2024

amazon is the leading online retailer for
WELEDA CeraVe erborian
in France

Source: NIQ Digital Purchase e-commerce consumer panel. Beauty : Cosmetics, Fragrances, Hair-care excluding hair styling and accessories, Body & Face cleansing, Skin conditioning and Sun care. Data ending 23 March 2025.

#2 Amazon is Accelerating in Dermo Cosmetics



Dermo Cosmetics Brands

A-DERMA
LABORATOIRE DERMATOLOGIQUE VEGETAL

BIODERMA
LABORATOIRE DERMATOLOGIQUE

CAUDALIE
PARIS

COSRX
EAU THERMALE
Avene
LABORATOIRE DERMATOLOGIQUE

erborian
KOREAN SKIN THERAPY

ISDIN

LA ROCHE-POSAY
LABORATOIRE PHARMACEUTIQUE

NUXE
PARIS

Aveeno®

BIOTherm

CeraVe®
DEVELOPED WITH DERMATOLOGISTS

DUCRAY
LABORATOIRES DERMATOLOGIQUES
Laboratoires
EMBRYOLISSE
SMART MULTI-TASKING SKINCARE

Eucerin®

KLORANE
L'ÂME BOTANIQUE

Medik8®

SKINCEUTICALS
ADVANCED PROFESSIONAL SKINCARE

Cetaphil®

SVR
LABORATOIRE DERMATOLOGIQUE

VICHY
LABORATOIRES

URIAGE
EAU THERMALE

WELEDA
Depuis 1921

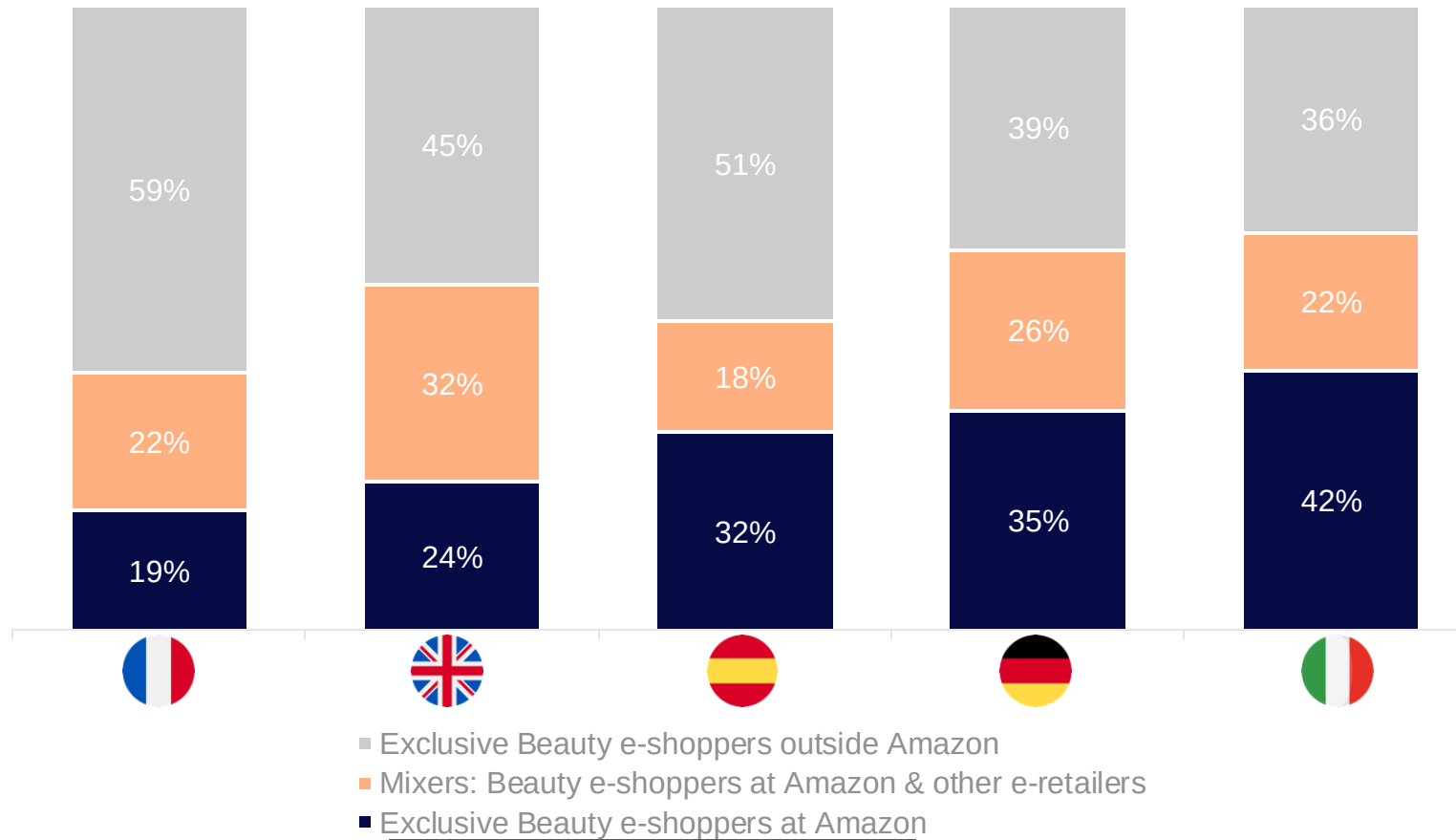


Consumer panel NIQ Digital Purchases. Skin conditioning and Moisturizing. Pharmacy brands: A Derma, Aveeno, Bioderma, Biotherm, Caudalie, Cerave, Cosrx, Ducray, Eau Thermale, Embryolis, Erborian, Eucerin, Isdin, Klorane, La Roche Posay, Medik8, Nuxe, Skinceuticals, Svr, Uriage, Vichy, Weleda, Cetaphil. Last 12 months ending on March 30th 2025

#3 A significant share of Beauty e-shoppers buy exclusively at Amazon across EU5

Breakdown of Beauty e-shoppers between Amazon and other e-merchants

Online Beauty – MAT 2025

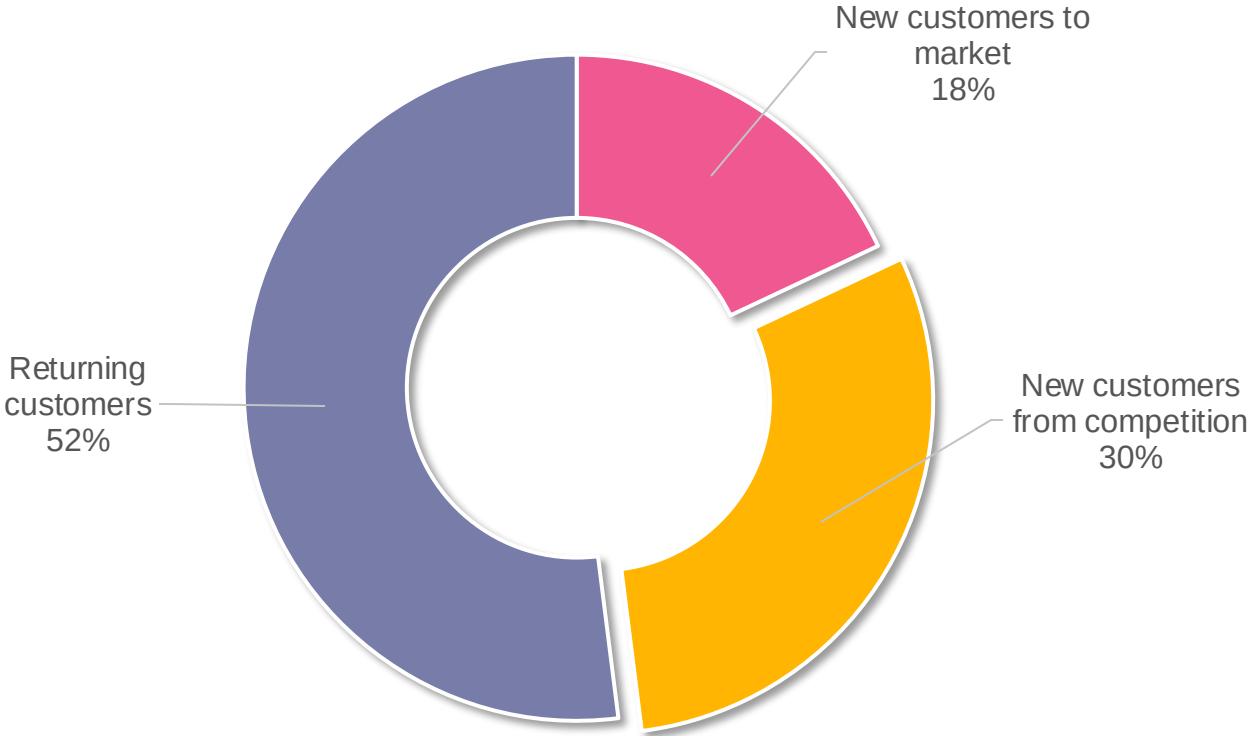


42% of beauty shoppers in Italy made their purchases exclusively on Amazon

Source: NIQ Digital Purchase e-commerce consumer panel. Beauty : Cosmetics, Fragrances, Hair-care excluding hair styling and accessories, Body & Face cleansing, Skin conditioning and Sun care. Data ending 30 March 2025.

#4 Amazon is sourcing its growth from established beauty specialists

Amazon Customer Base
Online Beauty– MAT 2025 vs MAT 2024



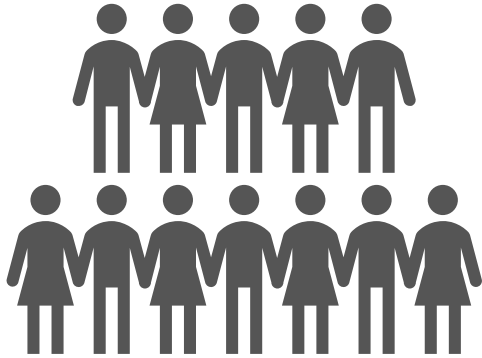
Highest value market shares loss
among Amazon new customers from competition

	-5p
	-2.5p
	-2.3p

Source: NIQ Digital Purchase e-commerce consumer panel. Beauty : Cosmetics, Fragrances, Hair-care excluding hair styling and accessories, Body & Face cleansing, Skin conditioning and Sun care. Data ending 30 March 2025.

#4 Amazon is sourcing its growth from established beauty specialists

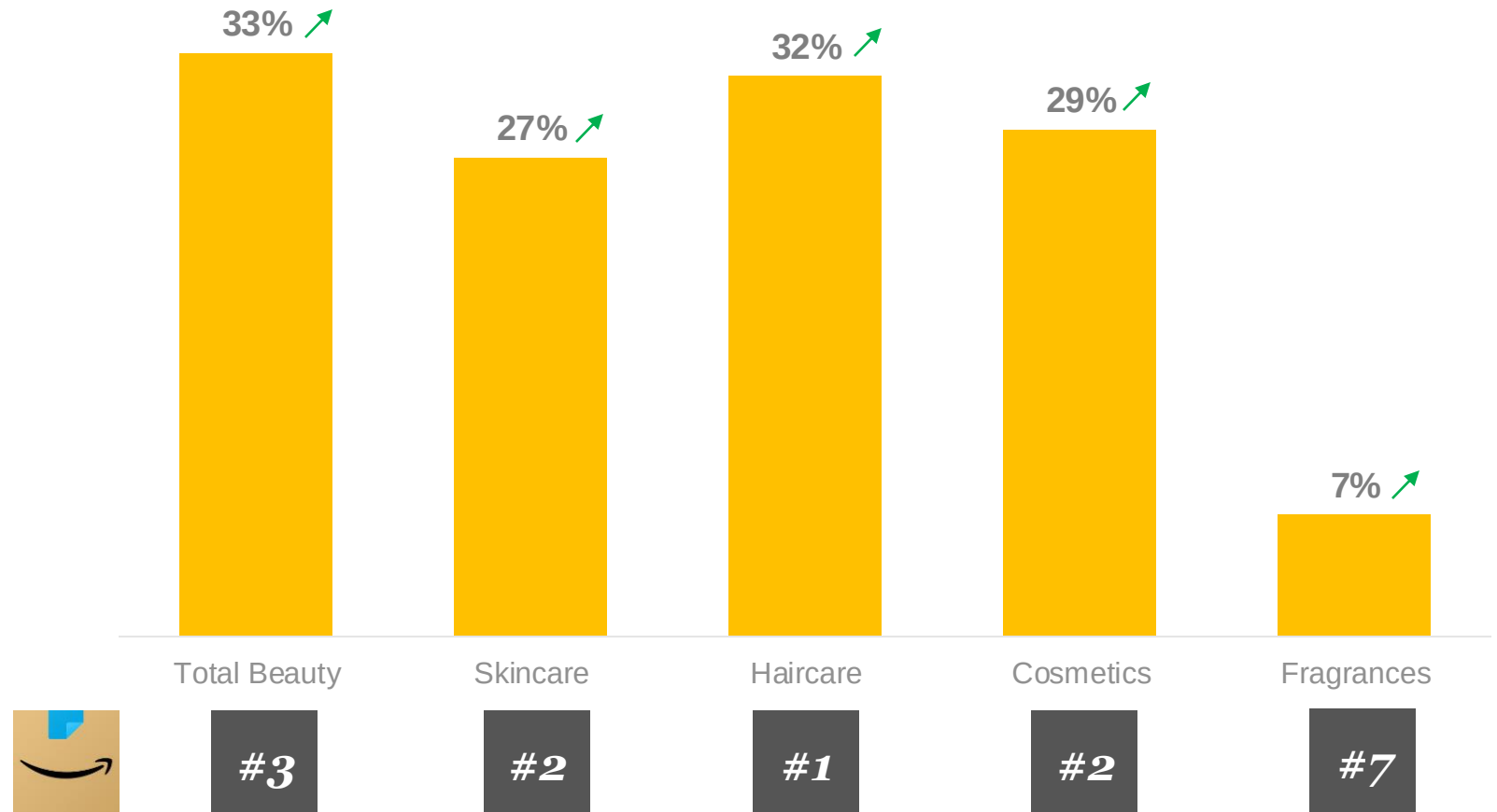
Beauty Specialists Panel



17,500 panelists

Amazon penetration & ranking in value among the top 5 Beauty Specialists shoppers

Online Beauty – MAT 2025



Source: NIQ Digital Purchase e-commerce consumer panel. Beauty : Cosmetics, Fragrances, Hair-care excluding hair styling and accessories, Body & Face cleansing, Skin conditioning and Sun care. Data ending 30 March 2025.

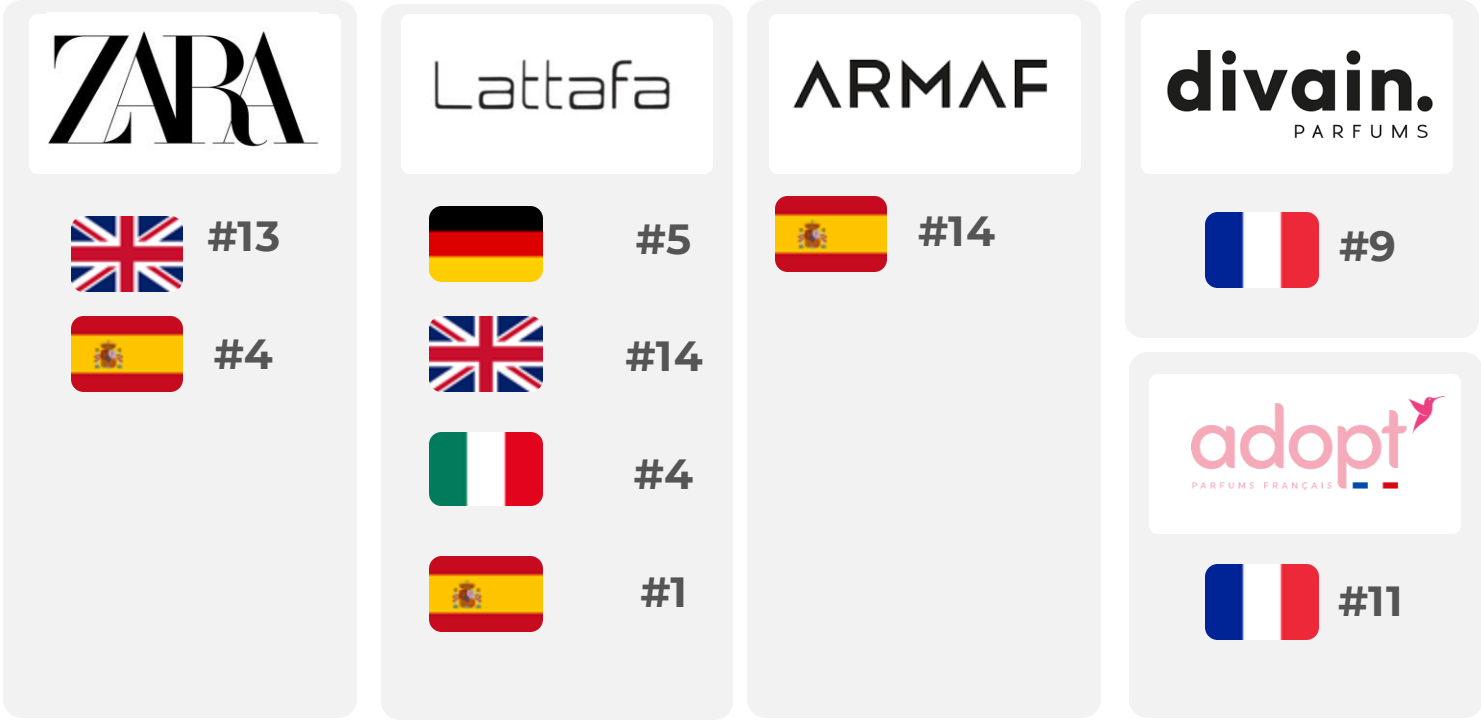
Beauty on a Budget: Dupes & Second- Hand



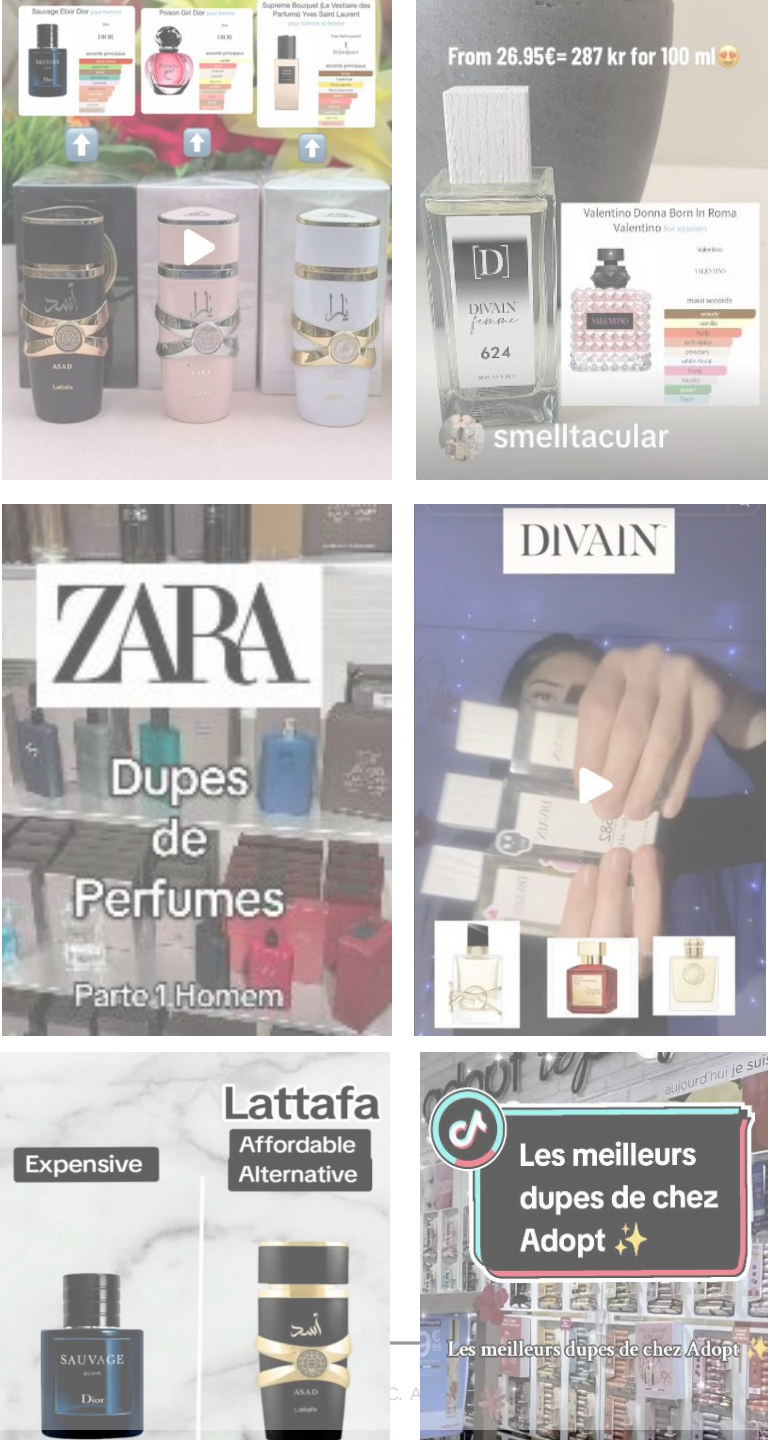
In all countries, fragrances dupes popularity is increasing

Ranking Fragrances Dupes Brands

Fragrances – Sales in Value - MAT 2025



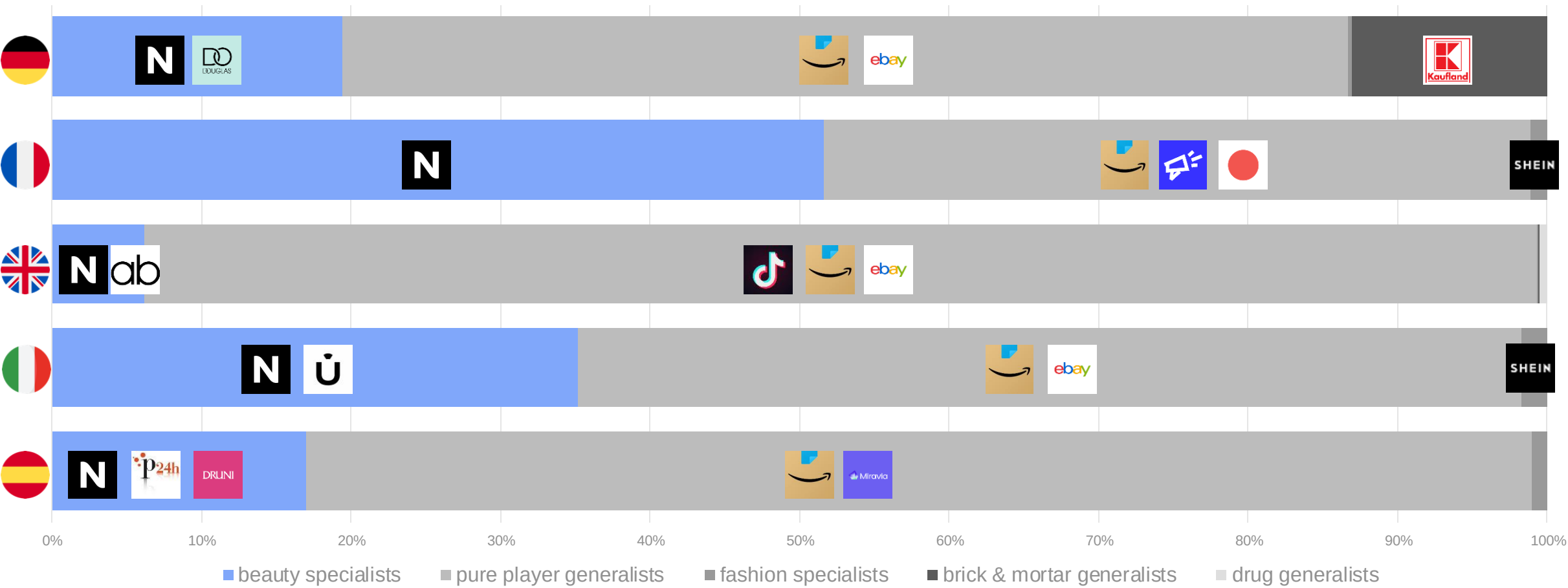
Source: NIQ Digital Purchase e-commerce consumer panel. Fragrances. Data ending 23 March 2025.



As well as Pure Players, Beauty Specialists are also integrating dupes in their assortment

Lattafa distribution mix in value
Lattafa brands – MAT 2025

Lattafa



Source: NIQ Digital Purchase e-commerce consumer panel. Fragrances. Data ending 30 March 2025.

Fragrance dupes are making their way into best-seller rankings



Top Value Sales in Fragrances Online

MAT 2025

#	Product Name	Market Share	Brands	Merchant	Average Item Price
1	Salt All Over Spray Atyab ...   	0.46% 	 Atyab Al Marshoud (Atyab Al Marshoud) Brands	 Amazon Merchant	€58.66
2	Armaf Club De Nuit Intens...   	0.45% 	 Armaf Brands	 Amazon Merchant	€34.82
3	Dior - Sauvage   	0.41% 	 Dior (Christian Dior) Brands	 Douglas Merchant	€120.62
4	Narciso Rodriguez - For Her   	0.37% 	 Narciso Rodriguez (Shiseido) Brands	 Douglas Merchant	€95.86
5	Armani Emporio Stronger ...   	0.36% 	 Giorgio Armani Brands	 Notino Merchant	€68.07
6	Lpdo La Nuit Blanche 100...   	0.33% 	 Lpdo Brands	 Amazon Merchant	€25.93
7	Giardini Di Toscana - Bian...   	0.33% 	 Giardini Di Toscana Brands	 Douglas Merchant	€118.92
8	Lancome La Vie Est Belle E...   	0.31% 	 Lancome Brands	 Notino Merchant	€74.41
9	Spray Khamrah 100ml   	0.29% 	 Lattafa (Lattafa Perfumes) Brands	 Amazon Merchant	€36.56

TikTok Viral Dupe
Smell Like Beyoncé on a budget 



Khamra
Lattafa

100ml : 49.9 €
lattafa.com

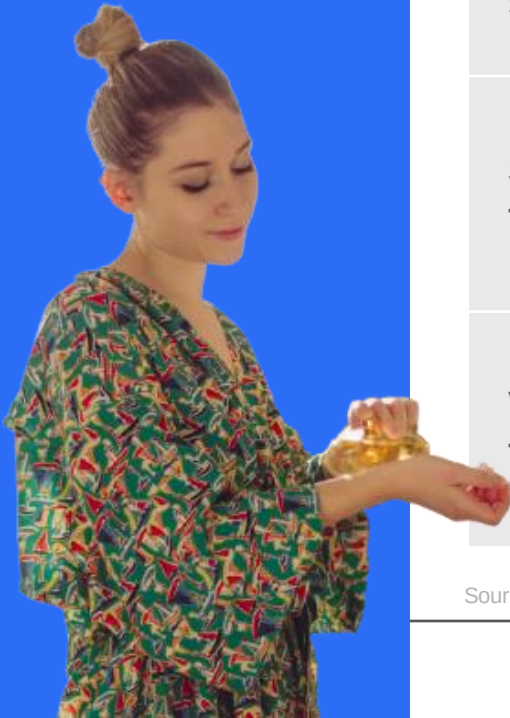


Angel's Share
By Kilian

100ml : 370 €
Bykylia.com

Source: NIQ Digital Purchase e-commerce consumer panel. Fragrances. Data ending 30 March 2025.

More and more shoppers are buying second-hand fragrances



Second-hand KPIs Online Fragrances– MAT 2025

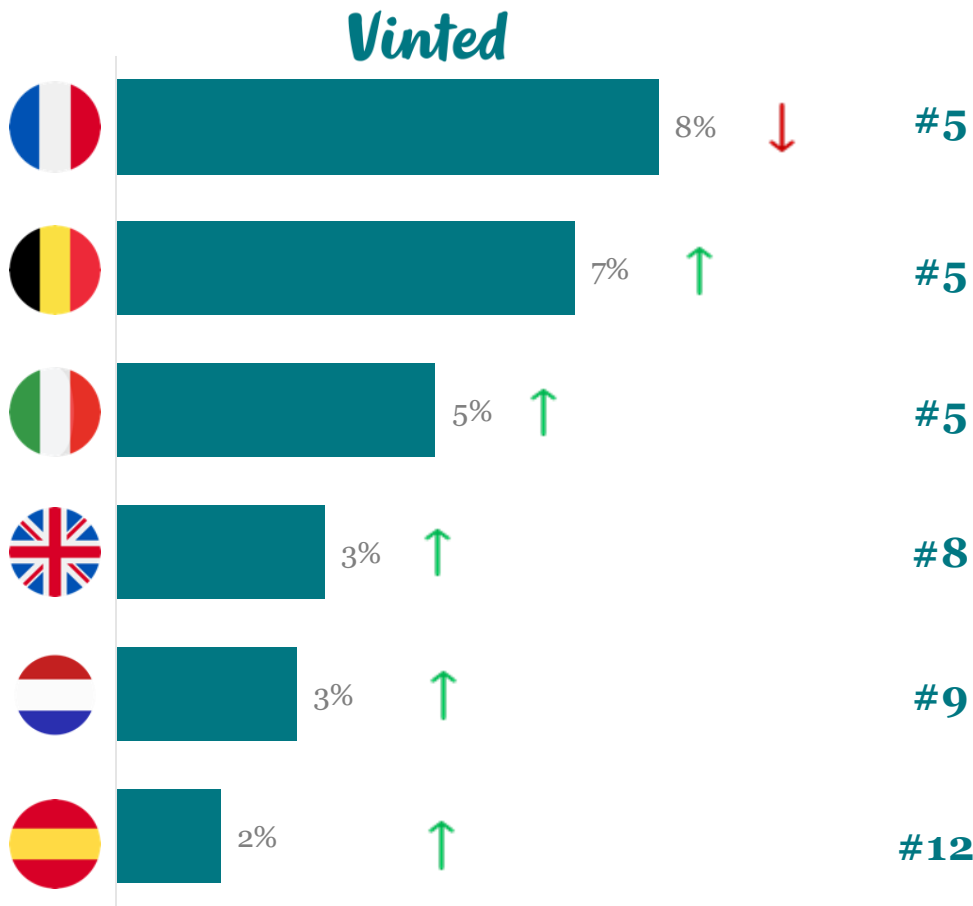
						
Second-hand penetration among fragrances e-shoppers	13% ↑	8% ↑	6 % ↑	6% ↑	4% ↑	4% ↑
Second-hand fragrances AOV	36€ ↓	42€ ↑	33€ ↓	34€ ↑	42€ ↑	30€ ↓
Value share of online fragrances	8% =	7% ↑	5 % ↑	3% ↑	3% ↑	3% ↓

Source: NIQ Digital Purchase e-commerce consumer panel. Fragrances. Data ending 30 March 2025.

Vinted ranks in the top 5 e-merchants for Fragrances in France, Belgium and Italy

Vinted value market share and ranking

Online Fragrances – MAT 2025



Top 3 brands at Vinted

Online Fragrances – MAT 2025

DIOR	 HERMÈS PARIS	GUERLAIN
 HERMÈS PARIS	DIOR	CHANEL
CHANEL	DIOR	YVES SAINT LAURENT
 Kilian PARIS	DIOR	BOSS
ARMANI beauty	CHANEL	DIOR
DOLCE & GABBANA	DIOR	TOM FORD

Source: NIQ Digital Purchase e-commerce consumer panel. Fragrances. Data ending 23 March 2025.

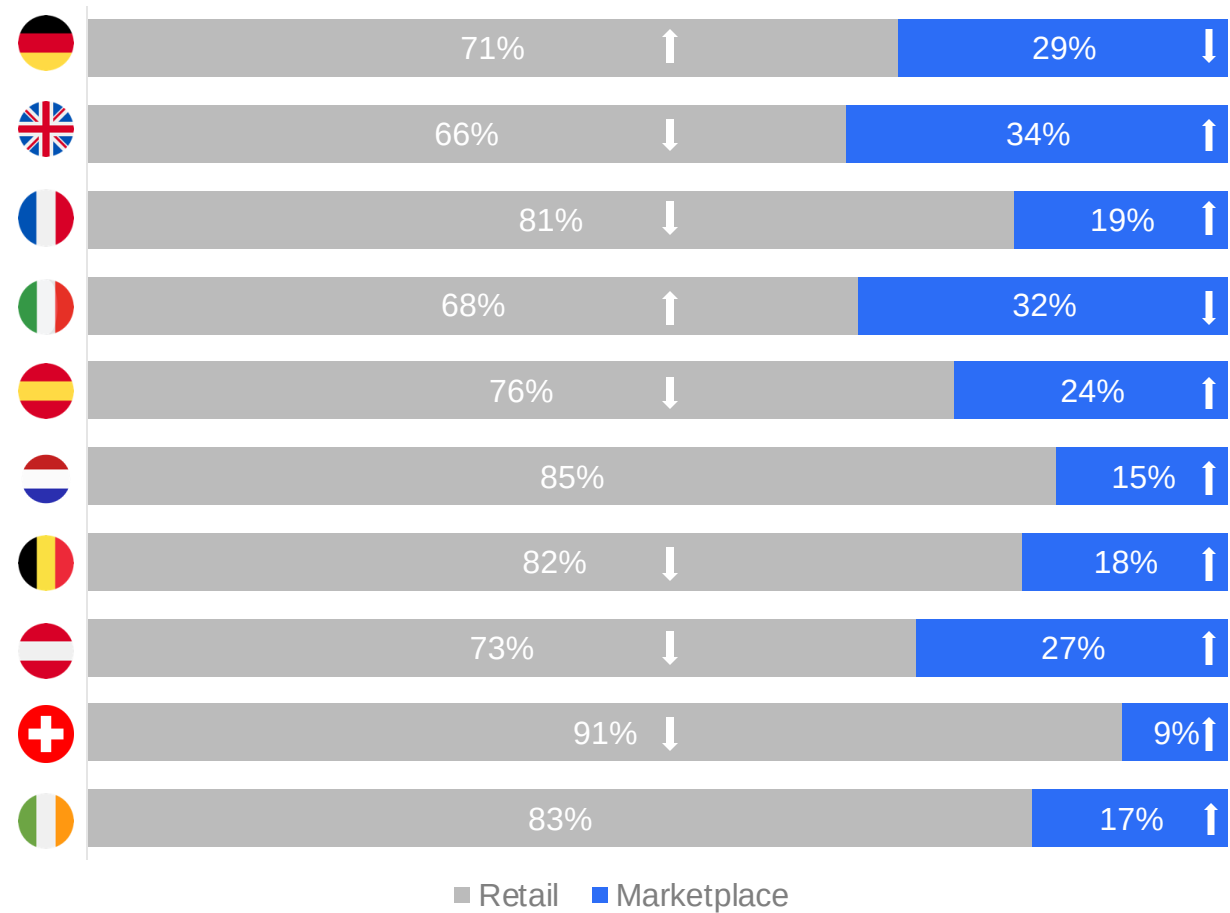
Marketplaces: an opportunity for brands and retailers?



Marketplace keeps growing in most countries

Marketplaces value market share

Online Beauty– second-hand excluded – MAT 2025



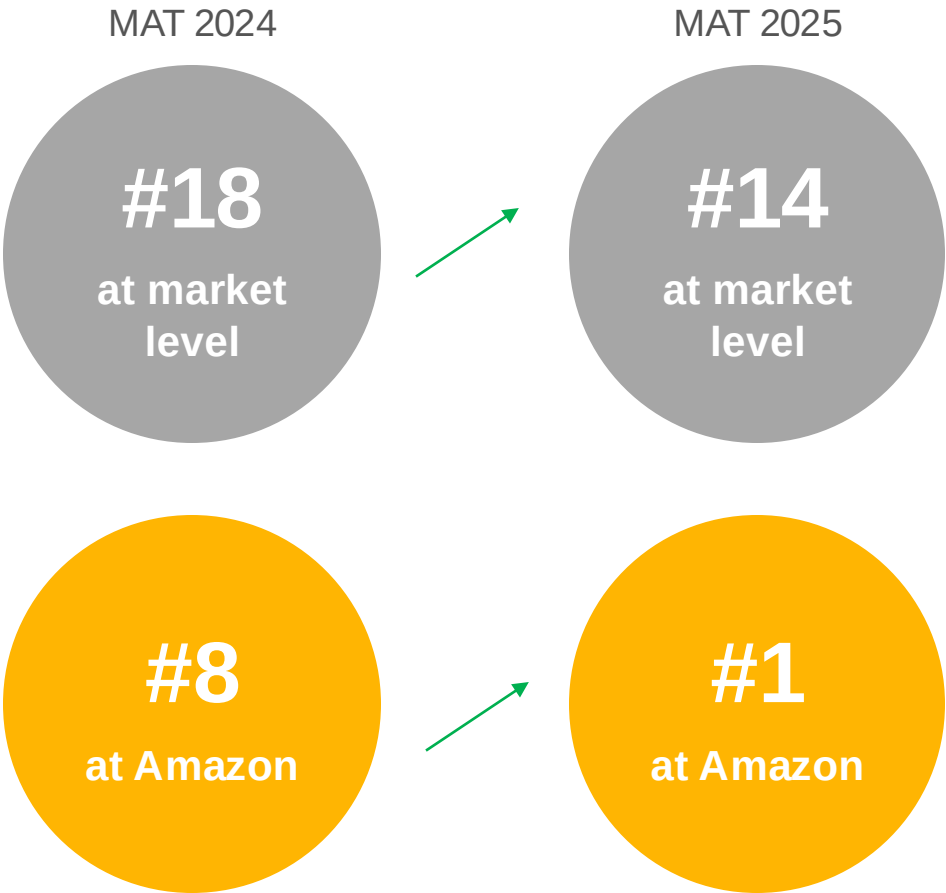
+ 1pt
in value market share
in EU10 vs MAT 2024

Source : NIQ Digital Purchase e-commerce consumer panel. Beauty : Cosmetics, Fragrances, Hair-care excluding hair styling and accessories, Body & Face cleansing, Skin conditioning and Sun care. Data ending 30 March 2025.

Cosrx uses Amazon's Fulfillment model to boost its online growth

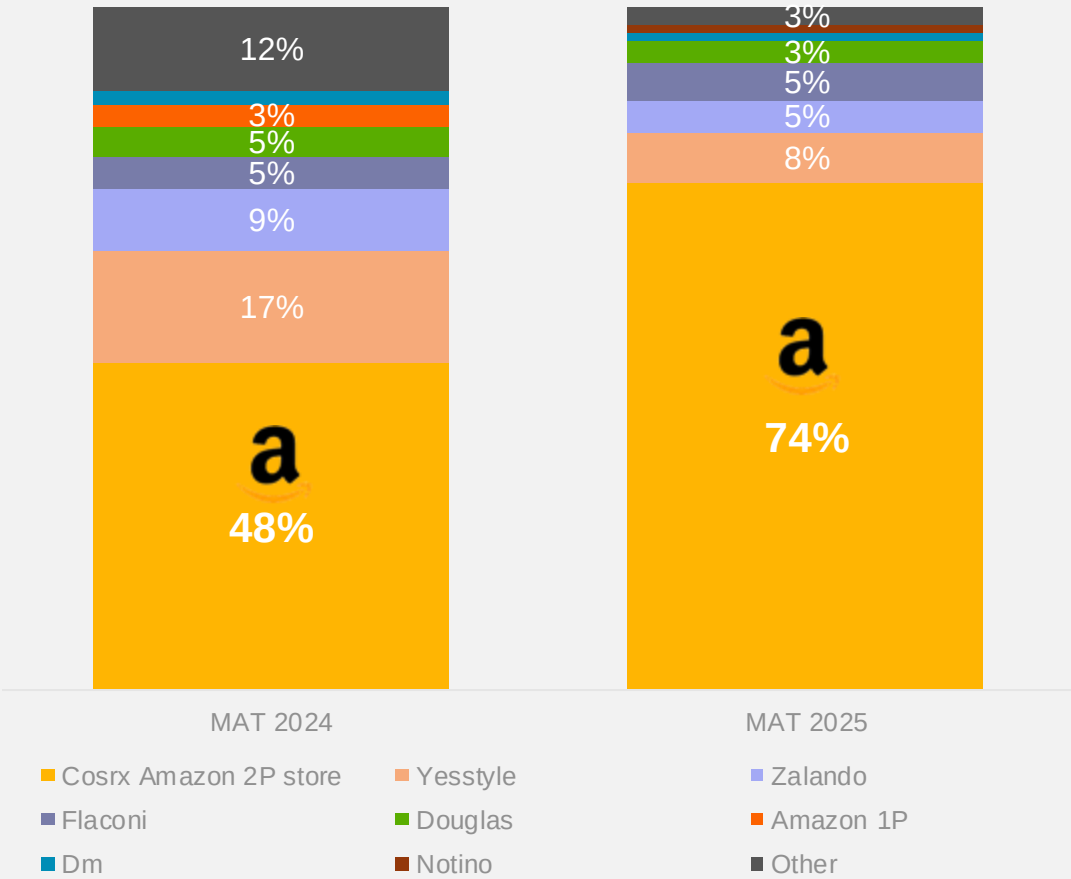
Cosrx brand ranking in value

Online skin conditioning and moisturizing – MAT 2025



Cosrx distribution mix in value

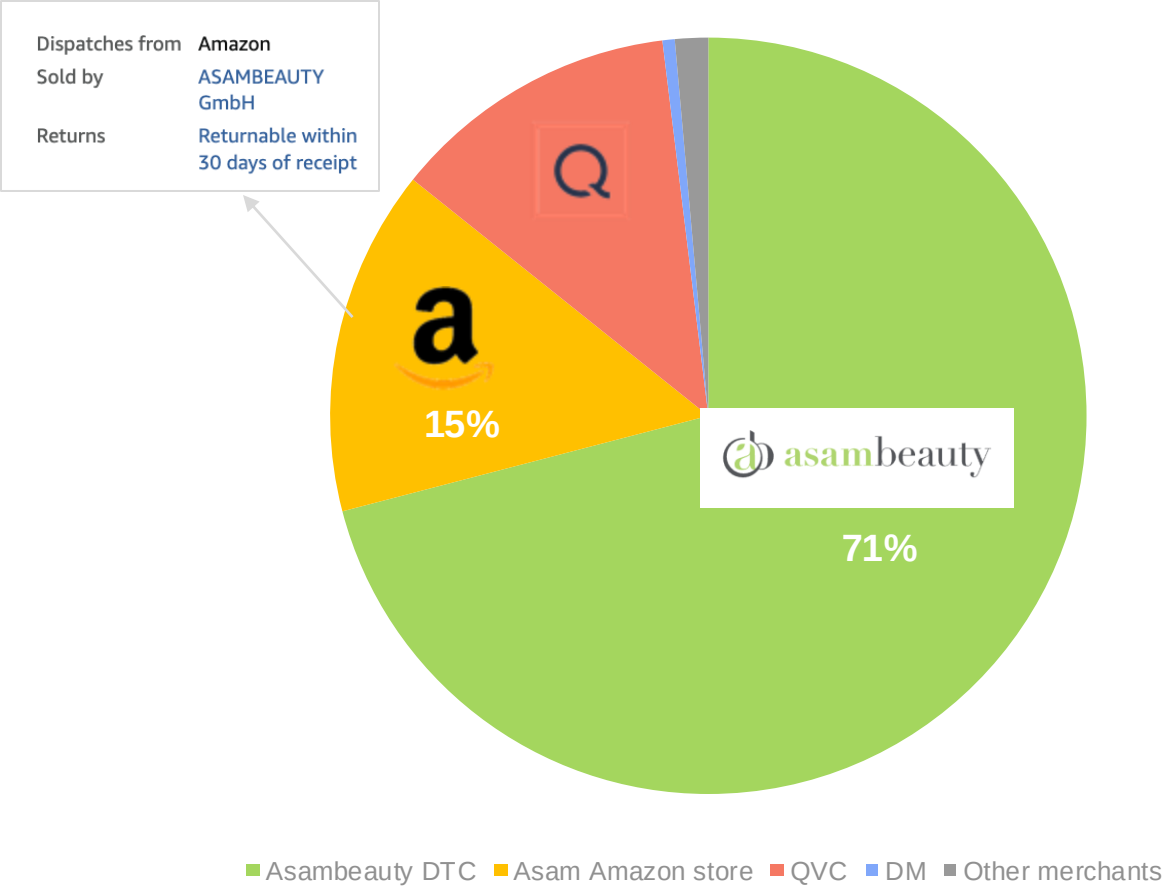
Cosrx brand – MAT 2025



Source: NIQ Digital Purchase e-commerce consumer panel. Skin conditioning and moisturizing. Data ending 30 March 2025

Brands historically focusing on DTC are adapting their distribution strategies...

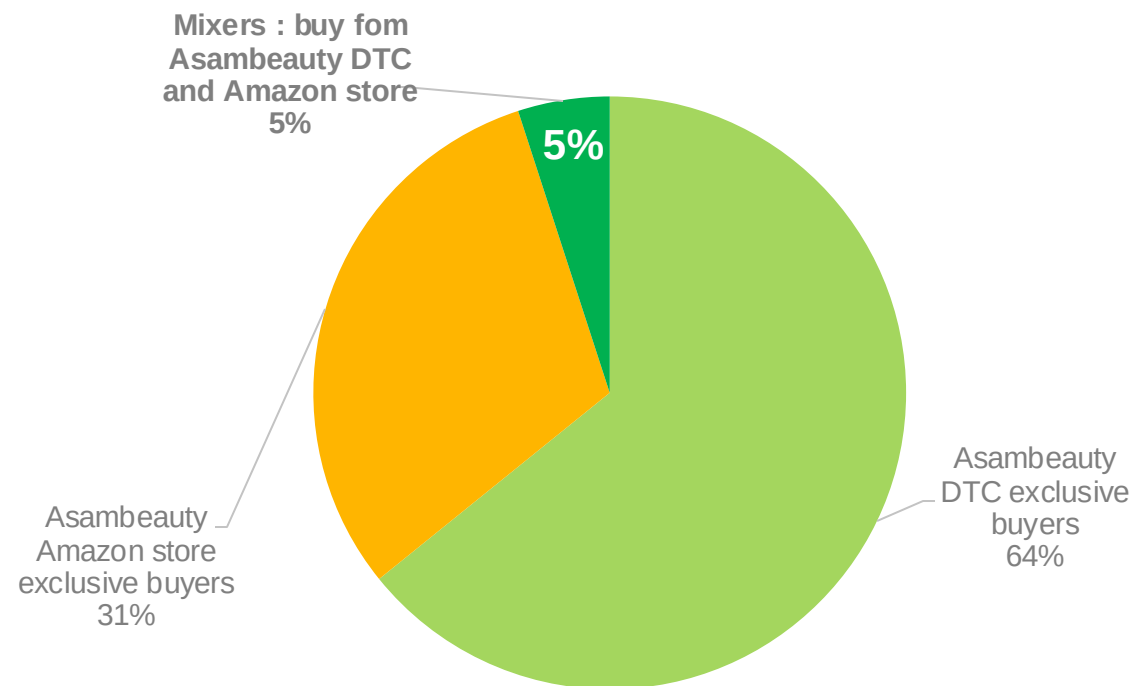
M. Asam distribution mix in value
M. Asam brand – MAT 2025



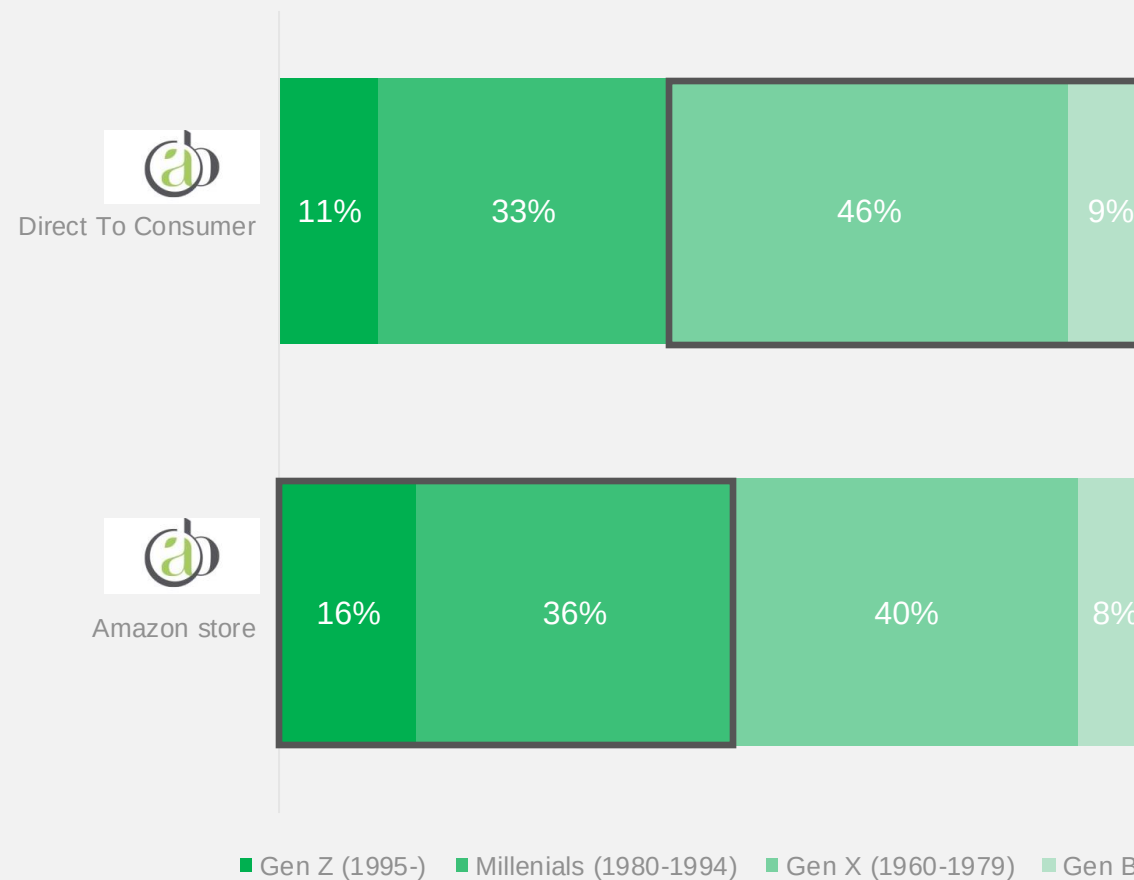
Source: NIQ Digital Purchase e-commerce consumer panel. Beauty excluding fragrances. Data ending 30 March 2025.

... to reach directly different target groups

Asambeauty DTC platform & Amazon store customer overlap analysis Beauty excluding fragrances– MAT 2025

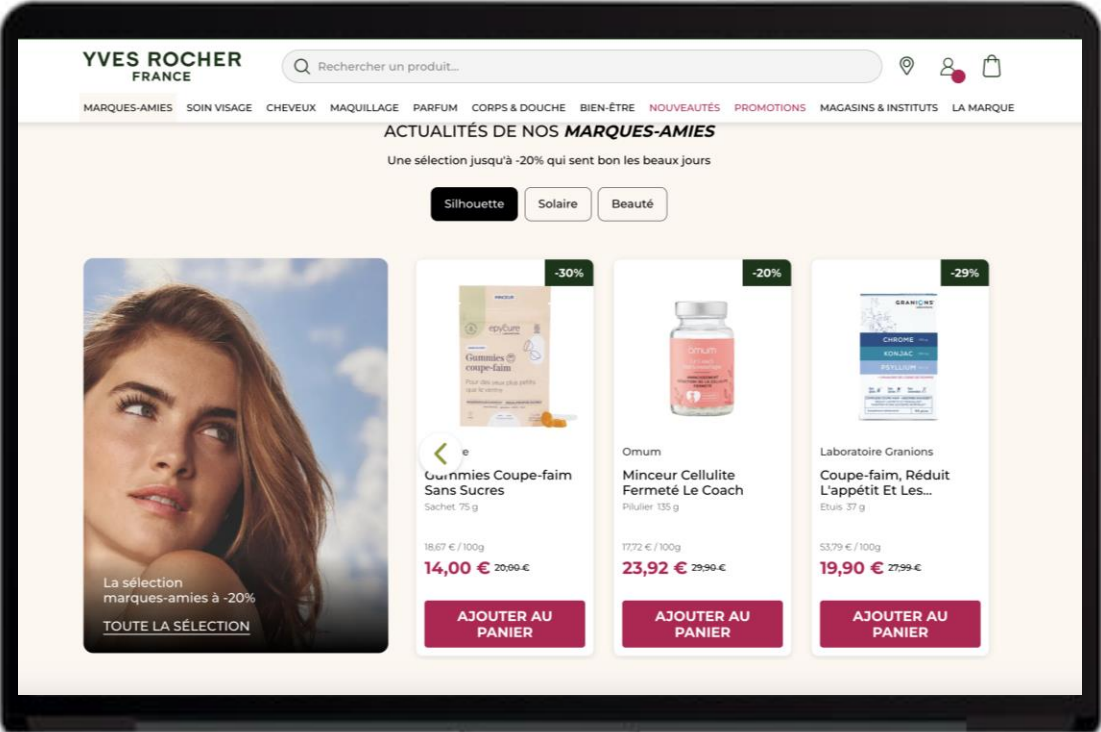


Age profile in number of shoppers Beauty excluding fragrances– MAT 2025



Source: NIQ Digital Purchase e-commerce consumer panel. Beauty excluding Fragrances : Cosmetics, Hair-care excluding hair styling and accessories, Body & Face cleansing, Skin conditioning and Sun care. Data ending 30 March 2025

Marketplace can be an opportunity for retailers to expand their offering



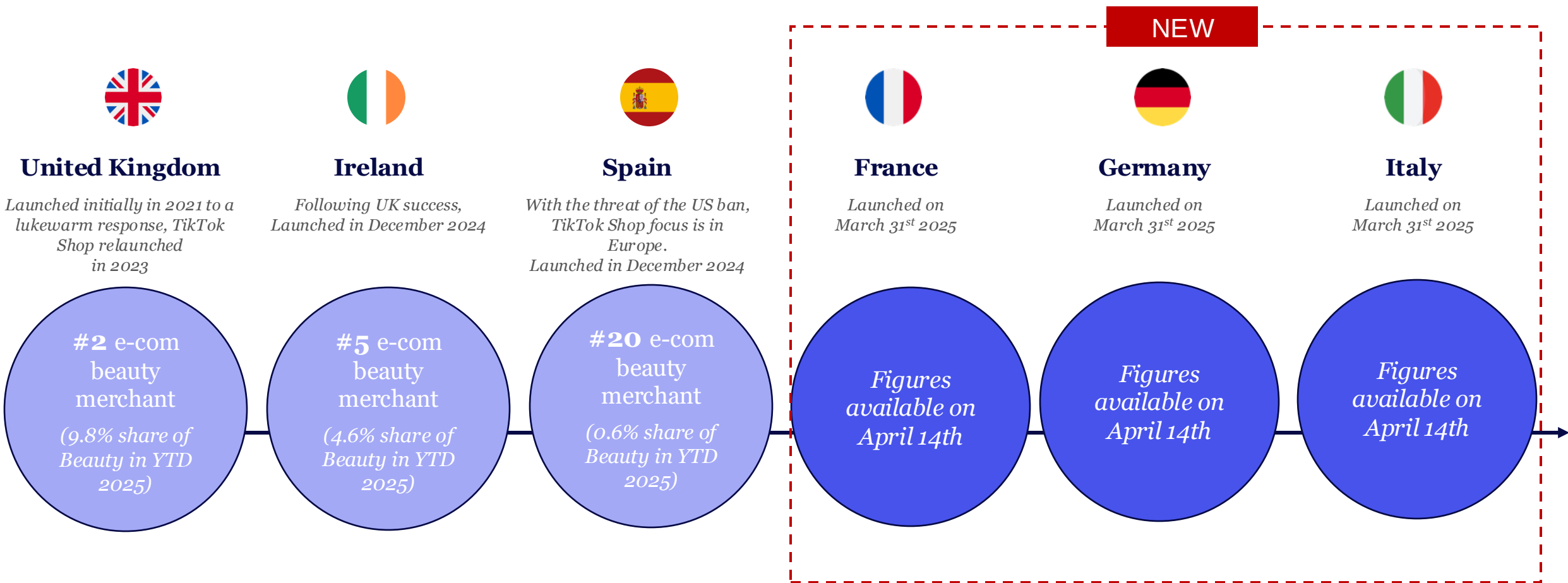
26%

of beauty shoppers also buy
Vitamins, Minerals & Supplements
(+3 pts vs MAT 2024)

Social Selling Is Shaking Up The Beauty Market



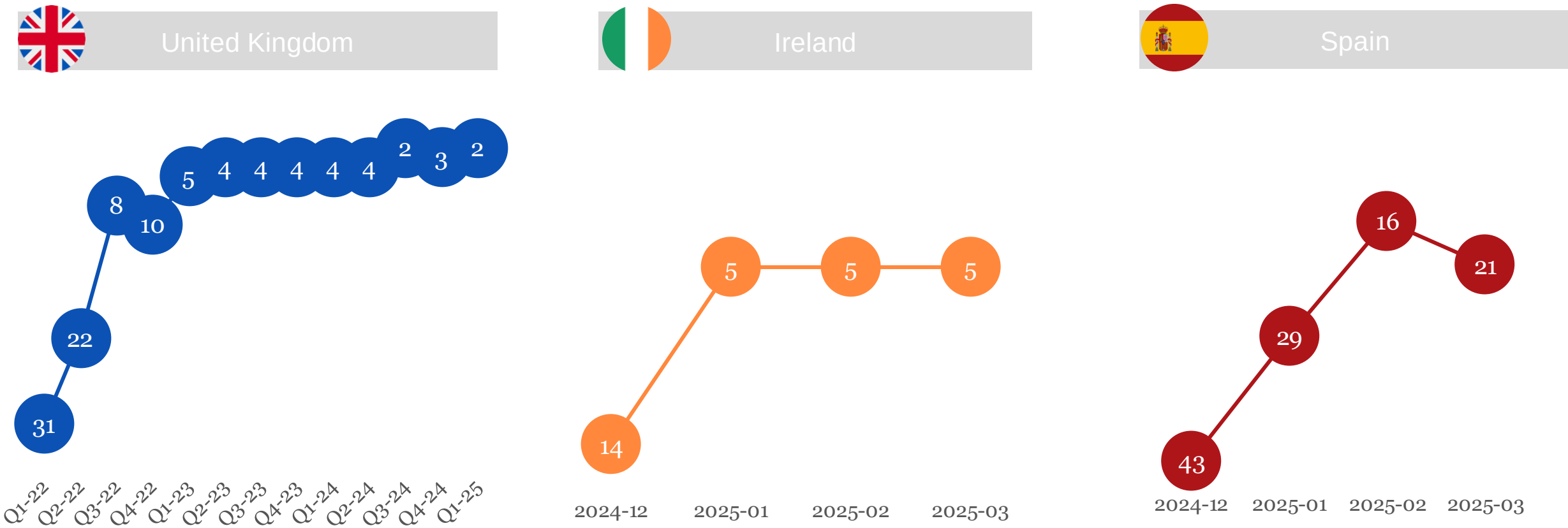
TikTok Shop continues its expansion to Europe by crossing the Channel



Source: NIQ Digital Purchase e-commerce consumer panel. Beauty : Cosmetics, Fragrances, Hair-care excluding hair styling and accessories, Body & Face cleansing, Skin conditioning and Sun care. Data ending 06 April 2025.

TikTok Shop is about to replicate the success story of the UK across Europe

TikTok Shop ranking in value
Online Beauty



Source: NIQ Digital Purchase e-commerce consumer panel. Beauty : Cosmetics, Fragrances, Hair-care excluding hair styling and accessories, Body & Face cleansing, Skin conditioning and Sun care. Data ending 31 March 2025.

TikTok Shop Consumers are Heavy Beauty Shoppers

Who is the TikTok Shop beauty buyer?



Spent £80 more on beauty

than the average ecommerce beauty buyer in the past year



Made 4.1 more orders

than the average ecommerce beauty buyer in the past year



36.5% are Millennials

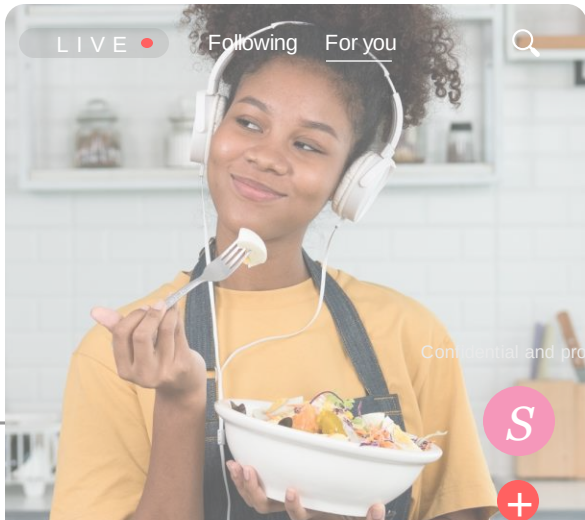
(Contributing 42% of beauty spending)

Are *your* customers purchasing on TikTok Shop?



29% of online Beauty Specialist consumers have purchased Beauty on TikTok Shop in the past year

Source: NIQ Digital Purchase e-commerce consumer panel. Beauty : Cosmetics, Fragrances, Hair-care excluding hair styling and accessories, Body & Face cleansing, Skin conditioning and Sun care. Data ending 30 March 2025.



TikTok Shop is a new playground for retailers..

Top Sellers in TikTok Shop Beauty – MAT 2025

#	Seller Name	Market Share	#	Seller Name	Market Share
1	PImakeupacademy	11.4%	6	Givemecosmetics	1.97%
2	Made-By-Mitchell	6.15%	7	Loreal-Consumer-Loreal-...	1.81%
3	The-Beauty-Crop	3.53%	8	Tatti-Lashes	1.77%
4	Bperfect-Cosmetics	2.75%	9	Garnier	1.28%
5	Naturespell	2.52%	10	Lookfantastic	1.23%

Order confirmed

Hi [redacted]
Great news – your order has been confirmed. We will send you a delivery confirmation with your tracking details as soon as it's on the way.
Your TikTok Shop Team

Order ID: 576 [redacted]

Delivery Nov 29 - Dec 4

LOOKFANTASTIC



Sol de Janeiro Jet Set Gift Set
£30.00 ×2

[View order details](#)

[Return or cancel your order](#)

Shipping address

John Doe
1 Rue de Metz
75010 Paris
FRANCE

Order summary

Subtotal	£60.00
Delivery	£0.00
Vouchers	- £3.00
Total (2 Items)	£57.00

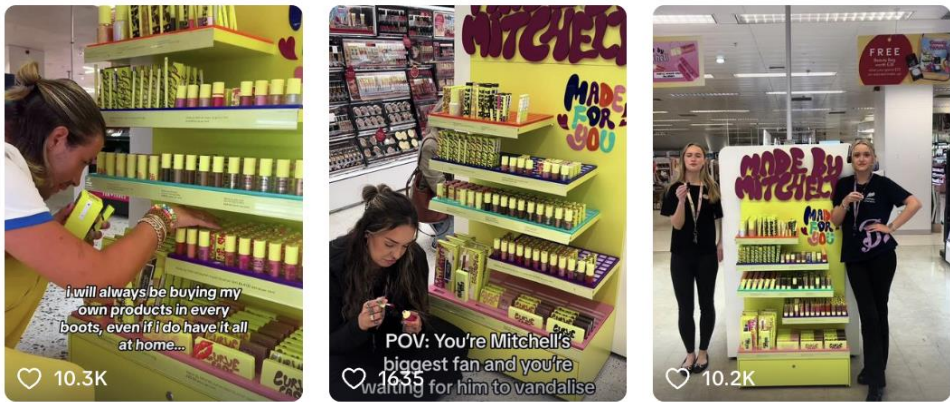
Source: NIQ Digital Purchase e-commerce consumer panel. Beauty excluding Fragrances : Cosmetics, Hair-care excluding hair styling and accessories, Body & Face cleansing, Skin conditioning and Sun care. Data ending 30 March 2025

...Opening new opportunities for spotting rising trends and future best-selling brands

Top Brands in TikTok Shop
Beauty – MAT 2025



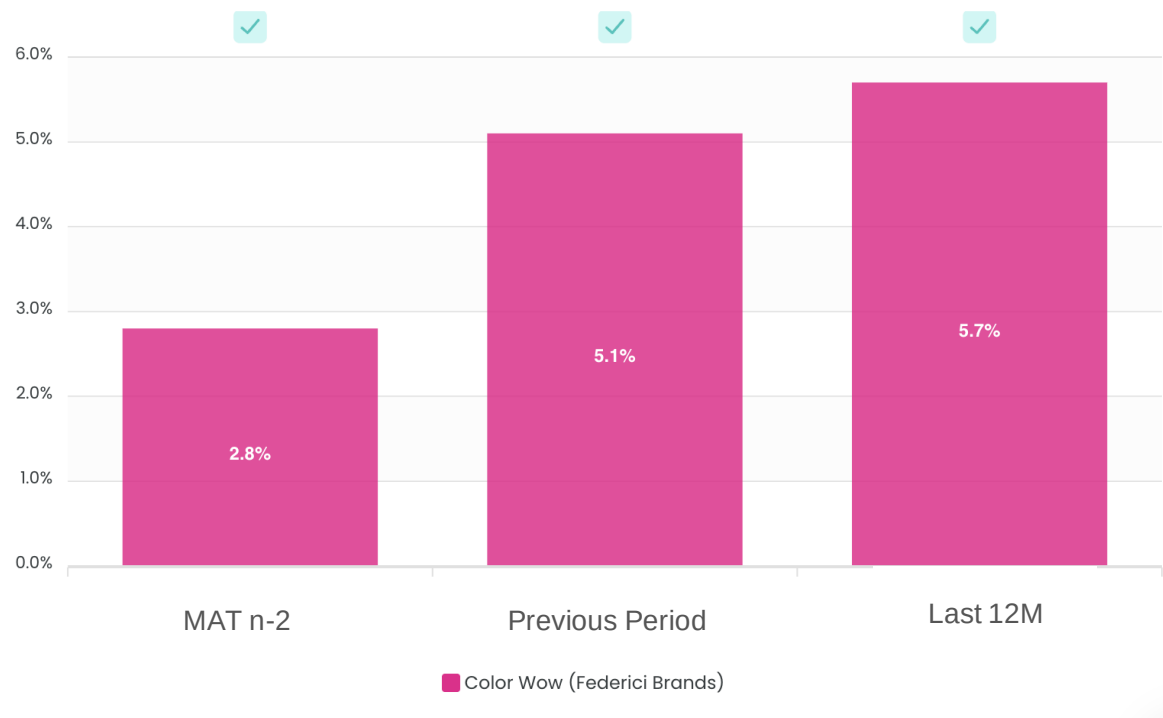
Made By Mitchell launched in Boots
in July 2024



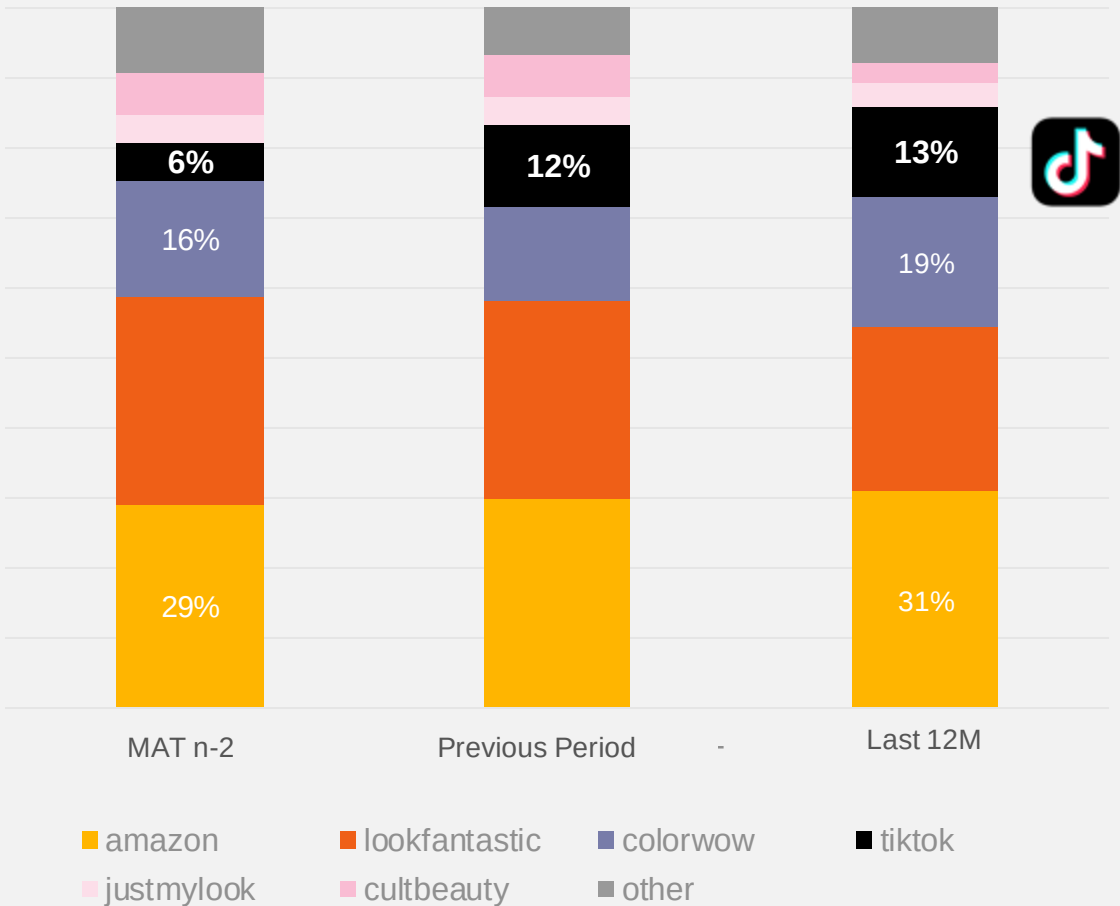
Source: NIQ Digital Purchase e-commerce consumer panel. Beauty excluding Fragrances : Cosmetics, Hair-care excluding hair styling and accessories, Body & Face cleansing, Skin conditioning and Sun care. Data ending 30 March 2025

TikTok Shop can also help brand to write new success stories : Color Wow online success is tied to a shift in distribution strategy, including a move to TikTok Shop.

Marketshare evolution of Color Wow online
 Haircare – Last 12 months – in value



Weight of each merchant in sales value for Color Wow online
 Haircare – Last 12 months– in value



Source: NIQ Digital Purchases e-receipts consumer panel – Haircare Category - Data L12M ending 2 Feb 2025

Beauty (R)Evolution

2025 Trends to Keep Watching

Amazon's
Rise



Second
Hand &
Dupes



Market
place



TikTok
Shop



NIQ *Digital Purchases* x L'ORÉAL



Catherine Ferder

Market Intelligence Director



Camille Bayvet

E-commerce Director
Marketplaces & Social Commerce

How L'Oréal is elevating its e-commerce strategy with Data-Driven Insights ?

Catherine Ferder

Market Intelligence Director - L'Oréal France



How do we leverage NIQ Digital Purchases in the Customer Market Intelligence Team ?

1

**IDENTIFY & SIZE
BLIND SPOTS**



2

**GET GRANULAR
RETAILER DATA**

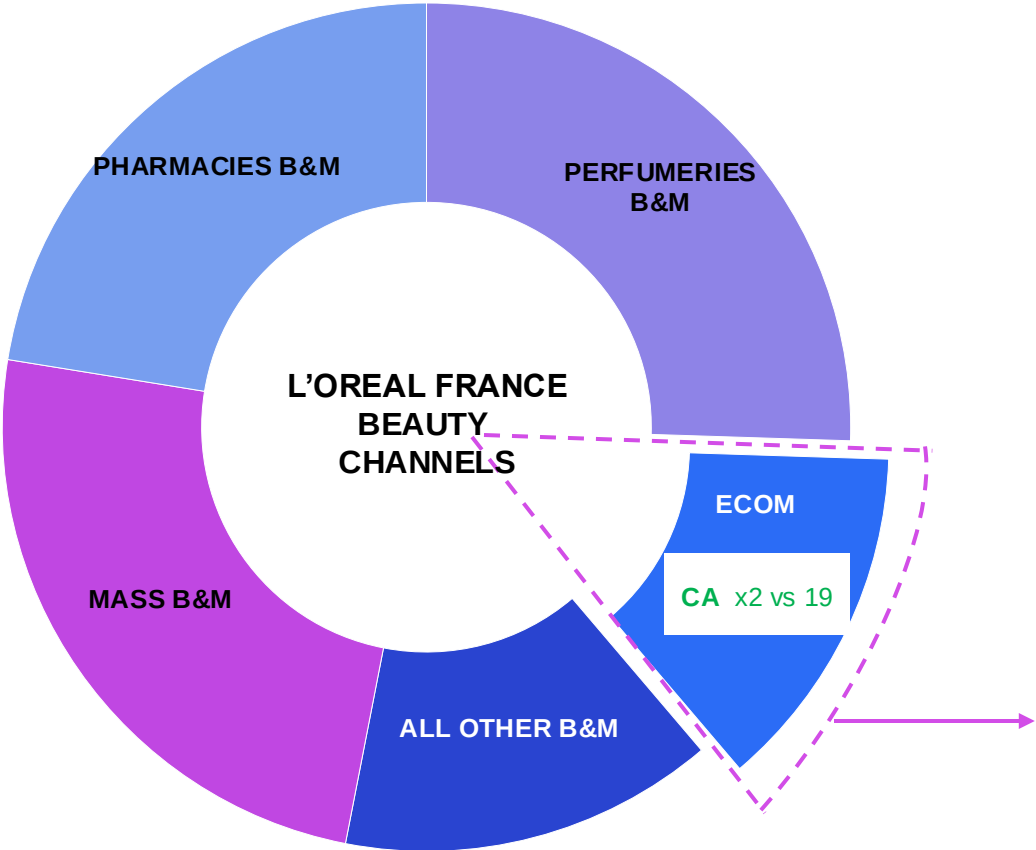


3

**DEEPEN CUSTOMER
BEHAVIOR INSIGHTS**



We use NIQ Digital Purchases to get a 360 view of the online beauty market

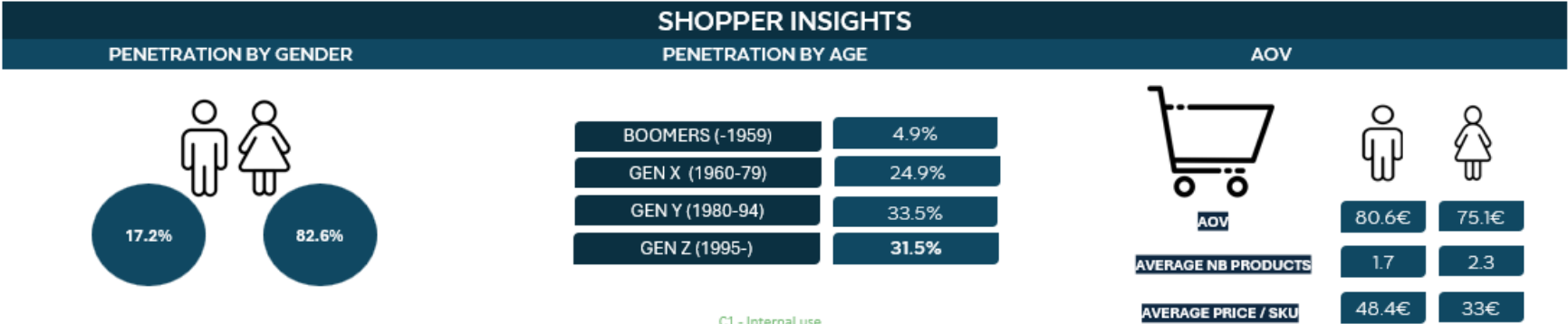
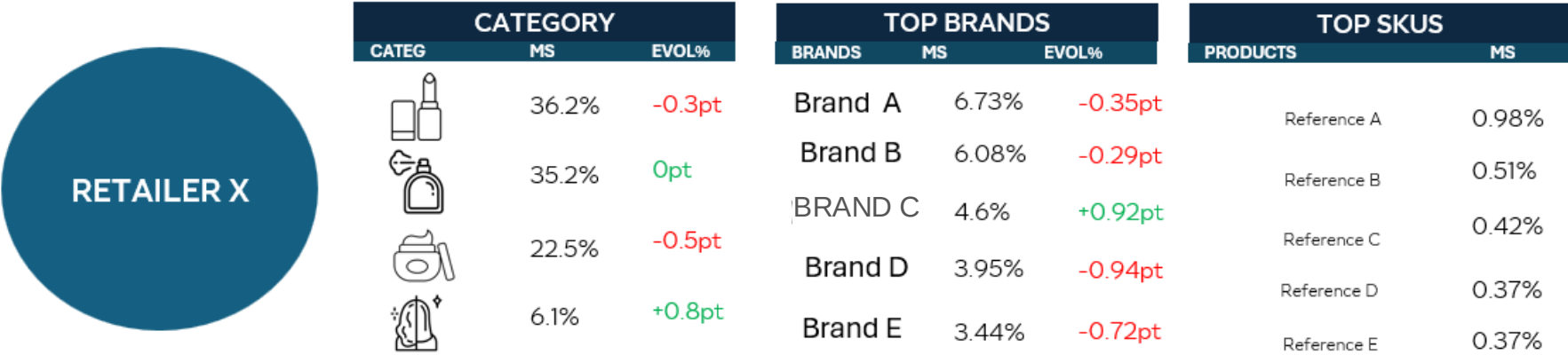


BLIND SPOTS	
PURE PLAYERS	
amazon 1P-2P-3P	SOON TikTok Shop
DTC	
Typology. PARIS	CHANEL KIKO MILANO AROMA ZONE.COM EXPERT NATUREL EN SOINS & BEAUTE
SECOND HAND & PRIVATE SALES	
Vinted	Veepee beautéprivée
E-PHARMACIES	
newpharma Votre pharmacie, à portée de main	atida Santédiscount Boticinal
FASHION SPECIALIST	
SHEIN	zalando
NEW BEAUTY PLATFORMS	
choose	YESSTYLE PRIMOR



We leverage NIQ Digital Purchases to build retailers ID cards

MARKET OVERVIEW





We leverage NIQ Digital Purchases to track L’Oréal brands and products performance across retailers

FASTEST GROWING BEAUTY RETAILERS

RETAILERS	YOY
1 	+2.4pts
2 	+0.6pts
3 	+0.5pts
4 	+0.5pts
5 	+0.5pts

TOTAL BEAUTY TOP BRAND AT

TOP RISING BRANDS	YOY
5 	+2.0pts

TOP 3 PRODUCTS NYX AT CHOOSE



Source: NIQ Digital Purchase e-commerce consumer panel. Beauty : Cosmetics, Fragrances, Hair-care excluding hair styling and accessories, Body & Face cleansing, Skin conditioning and Sun care. L12M - Data ending 23 March 2025.

We leverage NIQ Digital Purchases to spot new trends at top performing retailers

TOP COSMETICS PRODUCTS ON SHEIN.COM

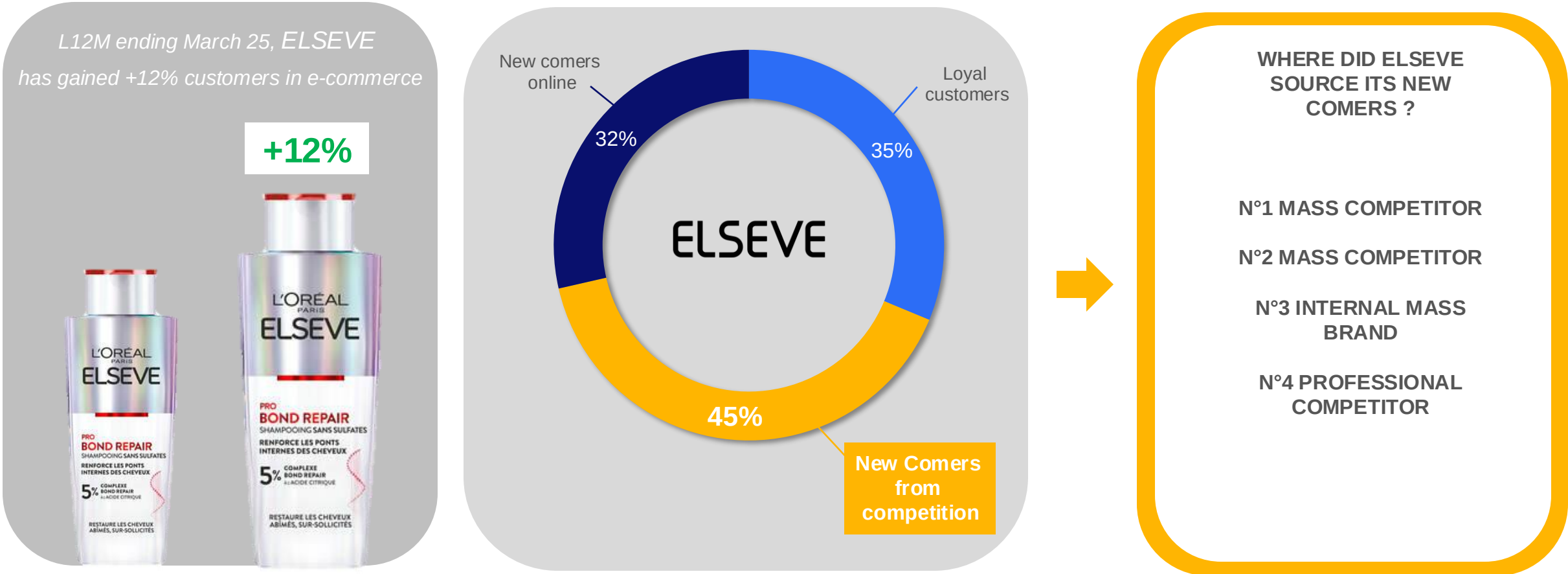
SHEIN



Source: NIQ Digital Purchase e-commerce consumer panel. Beauty : Cosmetics, Fragrances, Hair-care excluding hair styling and accessories, Body & Face cleansing, Skin conditioning and Sun care. L12M - Data ending 23 March 2025.

3. DEEPEN CUSTOMER BEHAVIOR INSIGHTS

We also leverage NIQ Digital Purchases to understand the switching



Source: NIQ Digital Purchase e-commerce consumer panel. Beauty : Cosmetics, Fragrances, Hair-care excluding hair styling and accessories, Body & Face cleansing, Skin conditioning and Sun care. L12M - Data ending 23 March 2025.

How NIQ Digital Purchases data helped L'Oréal to anticipate TikTok Shop expansion in France ?

Camille Bayvet

*E-commerce Director
Marketplaces & Social Commerce - L'Oréal France*

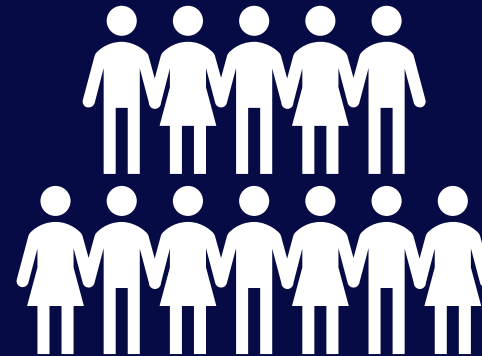


NielsenIQ Digital Purchases **is a must go tool** to get visibility on TikTok

Creation of a TikTok cohort

- **Criteria** : Everyone who received an email from TikTok in France (Newsletter, account creation confirmation, etc..)
- **Categories** : Beauty
- **Period**: Last 12 months ending 2 Feb 2025 vs. YoY

TikTok Cohort



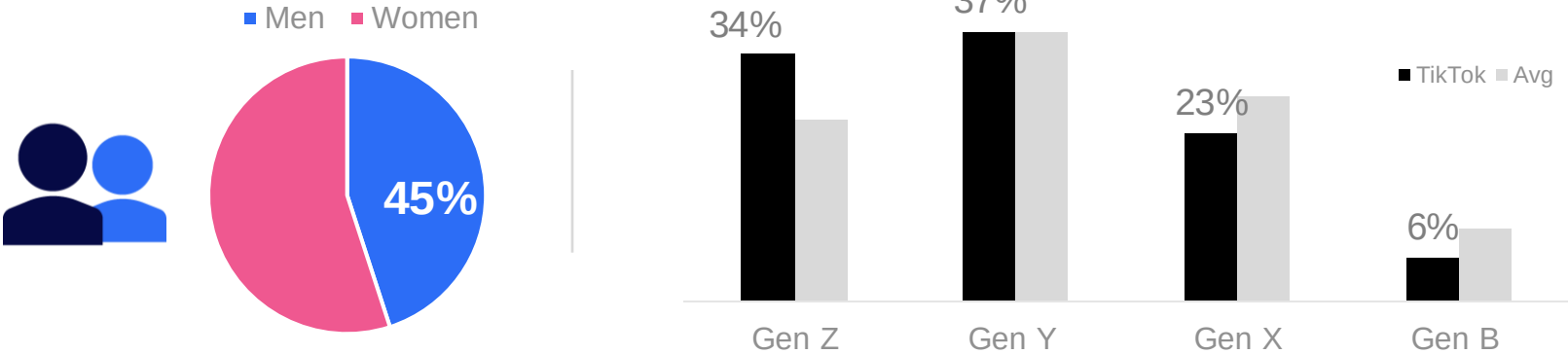
Panel Size : 19K panelists



Know the profile specificities of TikTok Users in each category



What is the profile of a beauty shopper using TikTok ?



Top over-indexed center of interest



Students 219	Gamers 175	Sports Fan 162
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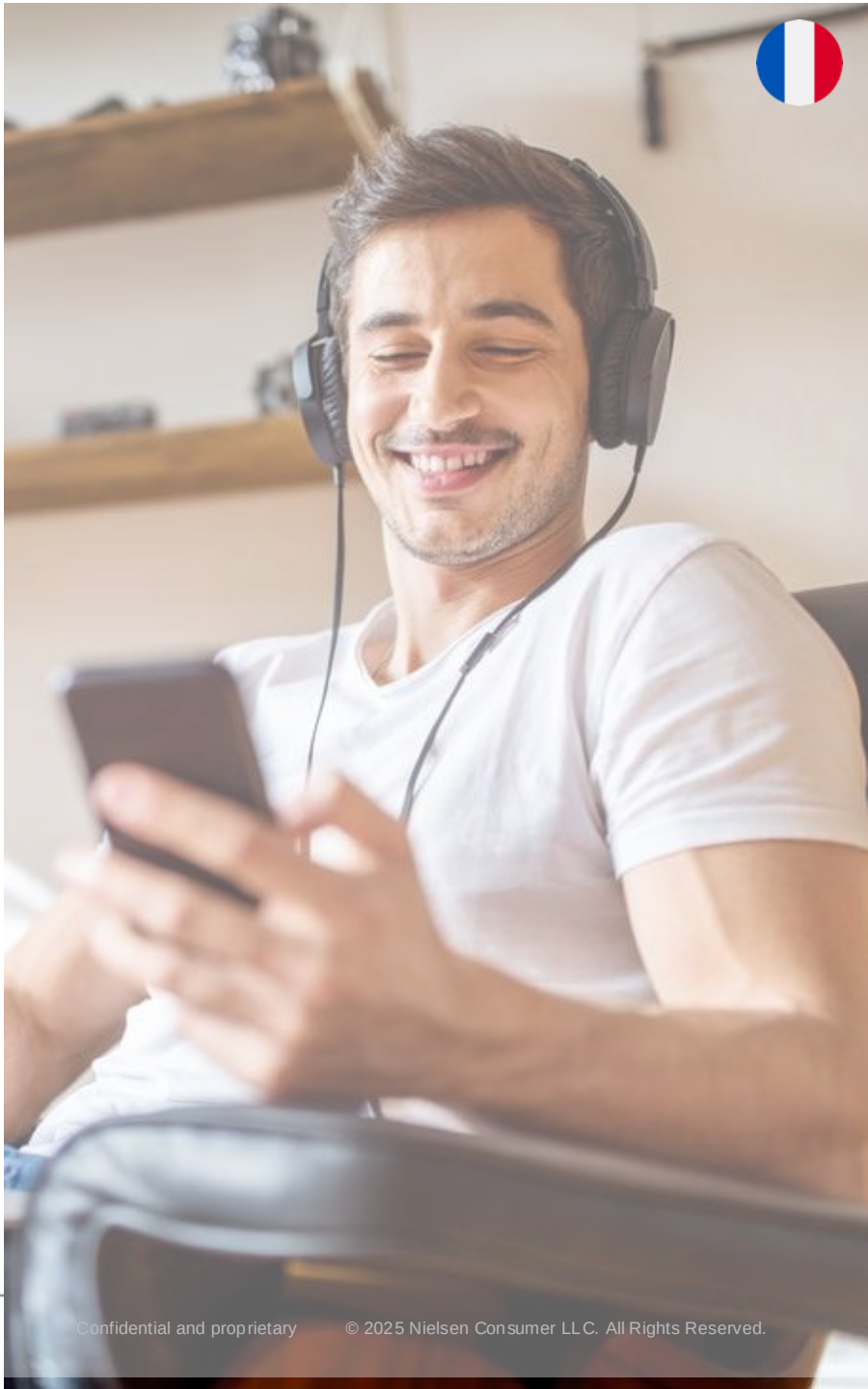
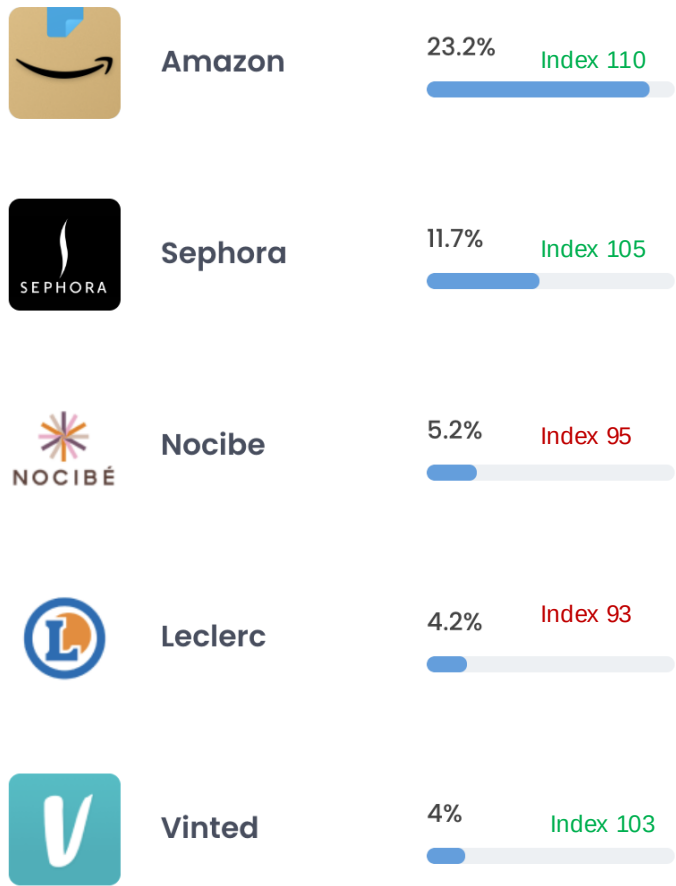


Source: NIQ Digital Purchase e-commerce consumer panel. Beauty : Cosmetics, Fragrances, Hair-care excluding hair styling and accessories, Body & Face cleansing, Skin conditioning and Sun care. L12M - Data ending 23 March 2025.

Understand their behavior specificities

How is a beauty shopper using TikTok ?

Top 5 merchants



Know the loved beauty brands of TikTok Shop Users

Which brands should perform on TikTok Shop ?

Top 5 L'Oréal most over-indexed brands

- | | |
|---|---|
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |

Top 5 most over-indexed beauty brands

- | | |
|---|---|
| 1 |  |
| 2 | |
| 3 | |
| 4 | |
| 5 | |



**Want to know
more?**



Thanks for attending our Beauty Webinar

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NIQ *Digital Purchases*

Our Guest Speakers



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**Market Intelligence
Director**

L'ORÉAL



Camille Bayvet

**E-commerce
Director
Marketplaces &
Social Commerce**

L'ORÉAL