

Beauty Beyond the Mirror

Global Beauty Report by NielsenIQ



Beauty has become a lifestyle, not just a look. The definition of beauty now extends beyond the mirror, as consumers embrace products that align with their daily routines and overall lifestyle. This evolution is driving beauty brands and retailers to expand into wellness and self-care rituals, where categories such as vitamins, protein powders, sexual wellbeing, and feminine hygiene are unlocking new avenues for growth.

Global Wellness Economy



\$6.3 trillion
in 2023

(+25% vs 2019)

Top ‘more important’ wellness attributes vs 5 years ago

Getting good sleep
Looking after my emotional or mental health
Protection from disease, ailments, medical conditions
Healthy nutrition
Aging well



50% of consumers say “Following a **regular self-care routine** is *more important* to me now than five years ago”

Beauty entrenched into daily rituals, acting as a self-care practice, often rooted in culture and tradition

Wellness intersects non-prescription health like supplements & protein powders – representing an investment in how you feel



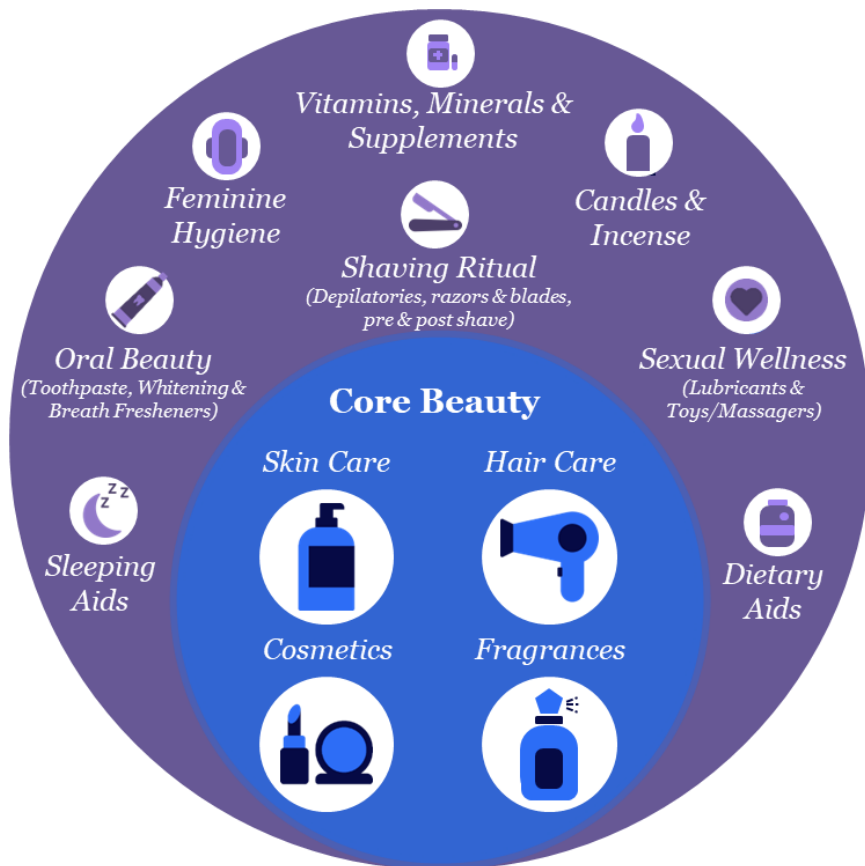
Elevates the functional - from oral care to period care - through beauty cues, emotional benefits and lifestyle appeal

The home is a space for wellness in the everyday through scent, light and ritual - creating space for pause, calm or connection

Wellness & Ritual expands the beauty opportunity by **64%**

Looking beyond traditional beauty spaces unlocks new white space in adjacent categories, with the value opportunity is 64% larger when wellness and ritual are included in the definition of beauty.

From oral care to vitamins, these wellness routines share consumer motivations and aesthetics with beauty, offering retailers and brands new routes to recruit users and deepen loyalty.



Consumers expect brands to support their health goals – and beauty brands and retailers are taking note..



Consumers rank **brands as 2nd most responsible** for health – *ahead of local governments*



Wellness & ritual unit sales growth outpaces beauty growth in **beauty supply channels** by **2.8x** in the US over the past year



1 out of 4 new brands entering categories in the US in the past year were **brand extensions from other categories** - outperforming completely new brands' year 1 sales by an average of **+23%**



Contact an NIQ Beauty expert for a no obligation conversation about how we can help you find *your* next growth step.

