

State of Global Beauty in 2025

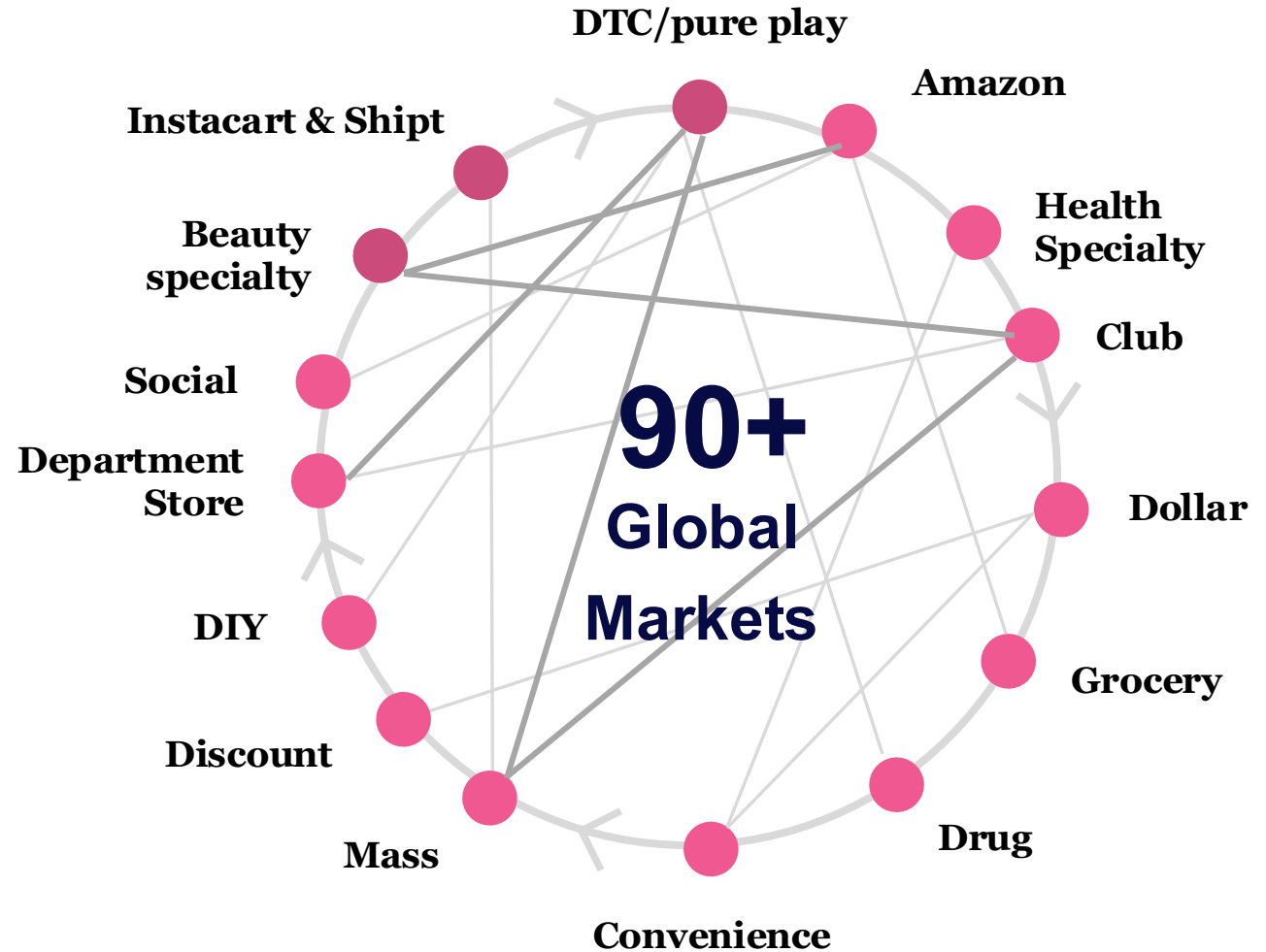
September 2025

NIQ



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



What's Top of Mind for Executives?



AI Everywhere



Social Selling

Shopping with ChatGPT



Influencer Marketing



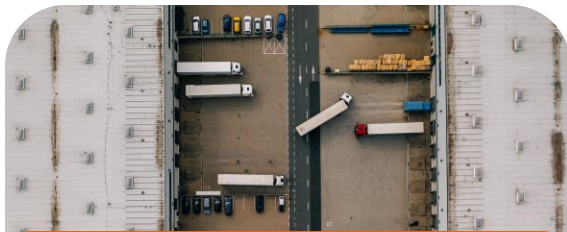
The challenges of virality



Automated Stores and Warehouses



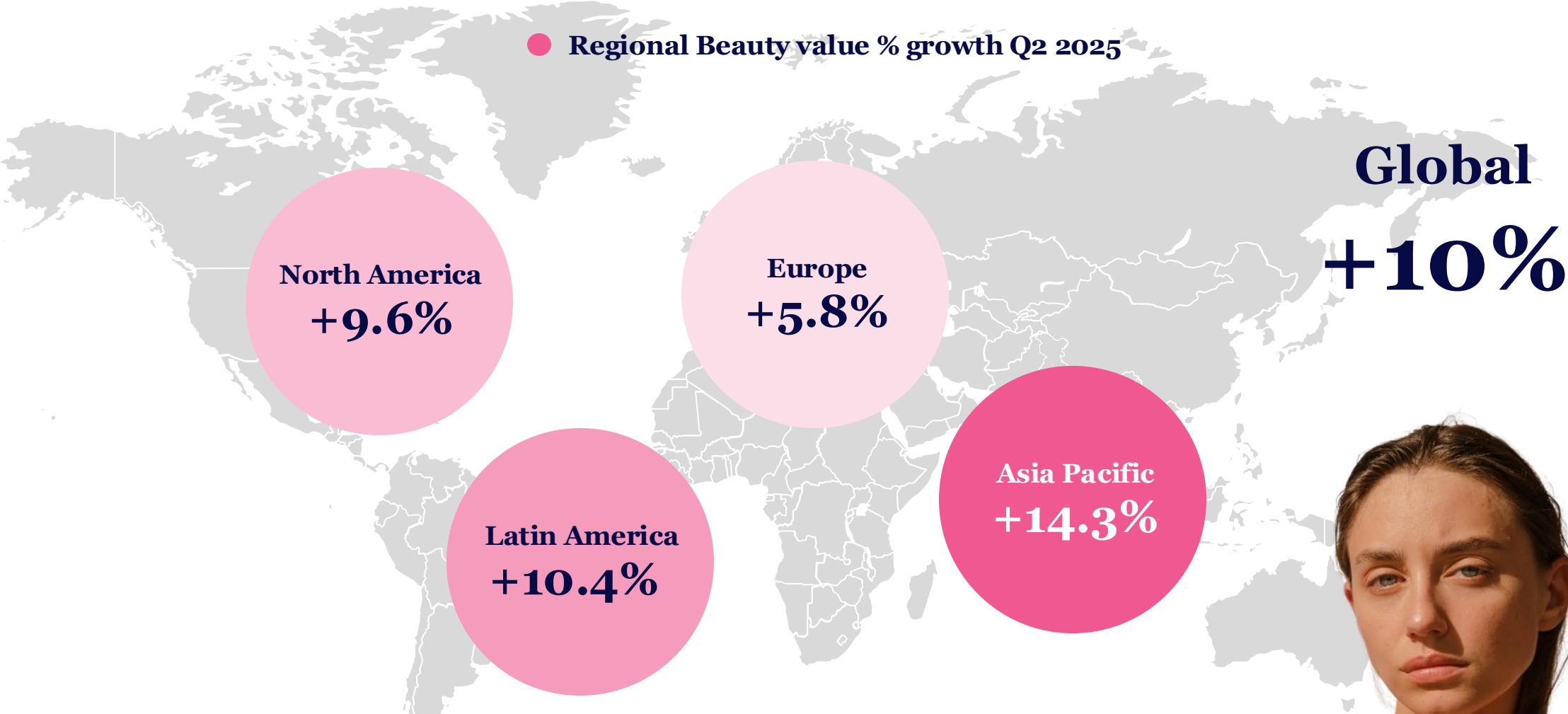
Supply Chains and Tariffs



Innovation Acceleration



Beauty continues to thrive globally



Source: NielsenIQ RMS Beauty Q2 2025, 69 countries
*Fact: Value % growth vs YA (unweighted)
Beauty = Hair, Skin, Fragrance, Cosmetic & Nail (per available coverage by market)
Sourcing: Omnisales (FR, DE, IT, ES), Omnishopper (US), ind TikTok (CN), ind ecom (KR), SPG Weekly



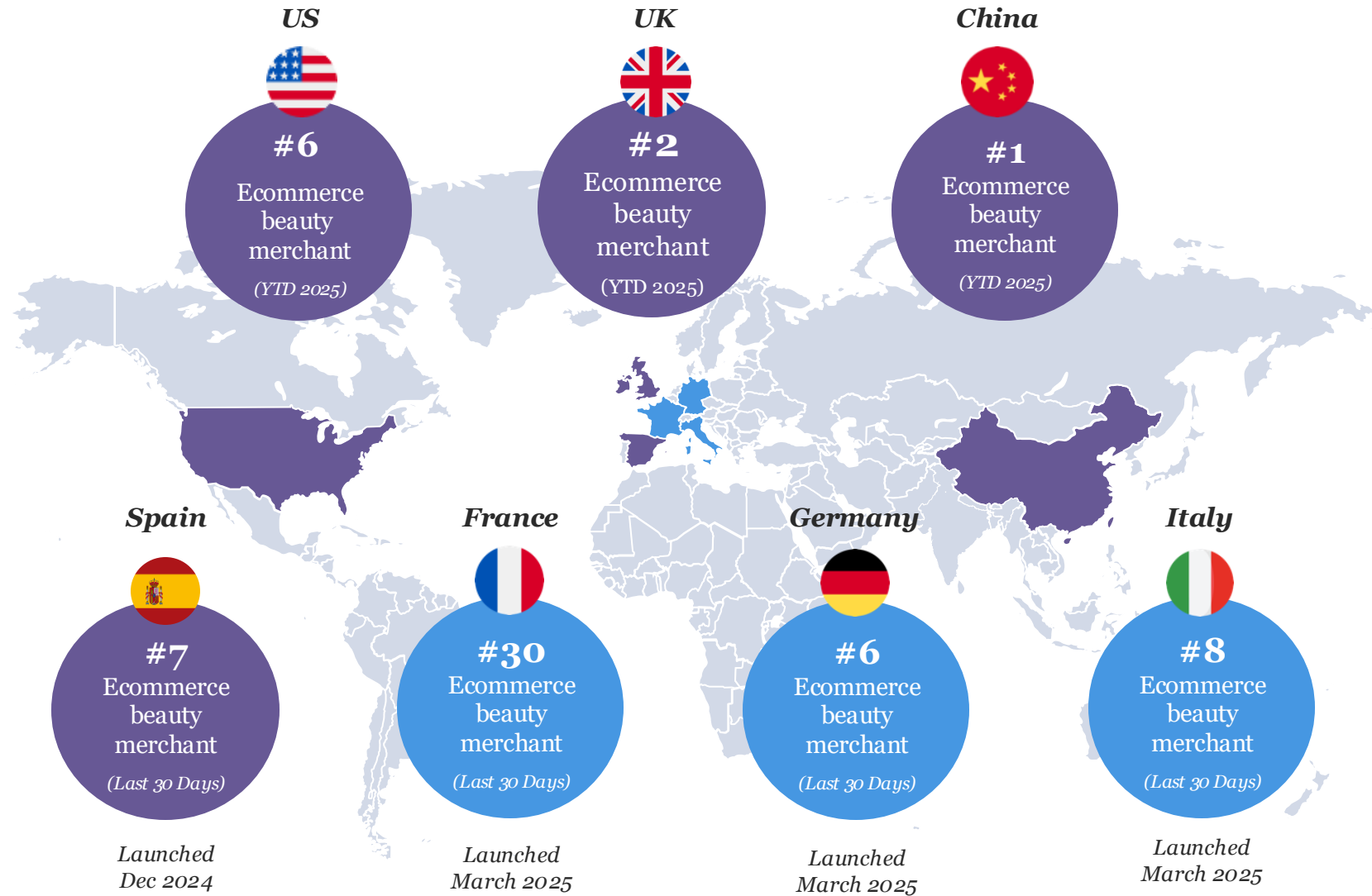
Online Beauty Sales Set the Pace for Global Growth



Source: NIQ Omnishopper Panel, NIQ Omnisales & Consumer Panel Data – Latest 12 months June 2025 – 23 Global Markets

TikTok Shop's Continued Expansion

- Available in 14 Markets
- 4 expansions in 2025 so far
- Expected to launch in Japan & Brazil by EOY



Source: NIQ Digital Purchases e-commerce consumer panel, 20th July 2025

Evolution to disrupt and drive growth



Wellness is Hot on the Radar for Consumers

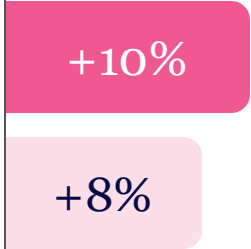
Beauty is blurring with health, personal care and home scents as the modern consumer ritual is reshaped under holistic wellness

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



Wellness & Ritual expands the beauty opportunity by 64%

Value % Chg vs YA



Source: 58 Markets - NIQ Omnisales, Omnishopper panel, Strategic Planner Global – Latest 52 Weeks June 2025 | NIQ’s 2025 Global Health & Wellness survey

The rise in awareness and access to “tweakments” will impact traditional skincare



25%

of US respondents plan to use non-invasive procedures or a mixed approach to their face care routine in **future**



35%

of US respondents say they will **change their skin care routine** and products used after getting non-invasive procedures

Most frequent non-invasive procedure by country



Botox



Laser Skin Treatments



Skin Rejuvenation & Resurfacing



Microneedling



Skin Rejuvenation & Resurfacing

Source: NIQ BASES QQ Survey 2025 | Q. Thinking of your future approach to your face care, which of the following methods feel more relevant to you? | Sample: US (201), FR (213), MX (201), SA (203), CN (200) | mixed approach = face care routine and occasional non-invasive procedure

ChatGPT: What is the best drugstore mascara?

Answer: Essence Lash Princess False Lash Effect Mascara



Per ChatGPT: An affordable option that doesn't compromise on performance, this mascara provides dramatic volume and length, making it a cult favorite among beauty enthusiasts



Shoppers are running over 1B web searches per week on ChatGPT

40% of consumers will accept a product recommendation from their assistant AI



ChatGPT will soon integrate with Shopify to allow purchases directly through the chat



Case Study: Milani defies the trends to grow in physical retail

Goal: To increase shelf space and sales in retail stores



Challenge

Despite being a top growing cosmetics brand with a dedicated consumer, Milani's in-store footprint remained largely unchanged with key retailers.



Solution

Using **NIQ's Shelf Architect** solution, Milani was able to model sales across the entire cosmetics category at key retailer partners.

The analysis proved that Milani brings an **incremental consumer** to retail, that is not captured by competitor brands.



Milani Results

Increased shelf space **2x in 5/5 retailers**

Grew sales by **\$15M** across just 1 key retailer

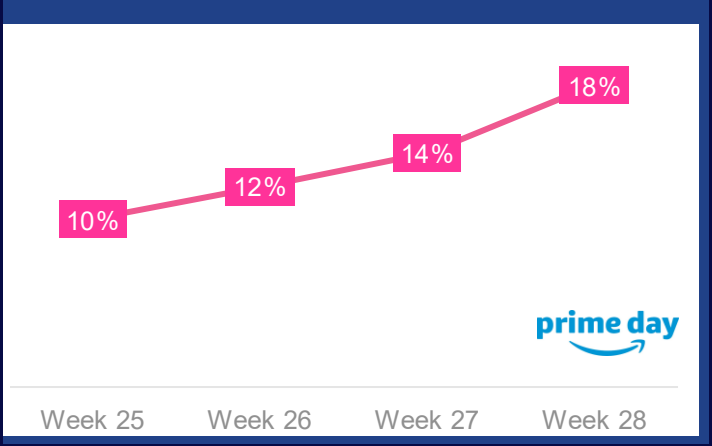
One of the only cosmetics brands to see growth in **in-store retail**.



Case Study: Keys to Winning the Digital Shelf, Lessons from US Prime Day

Be Available

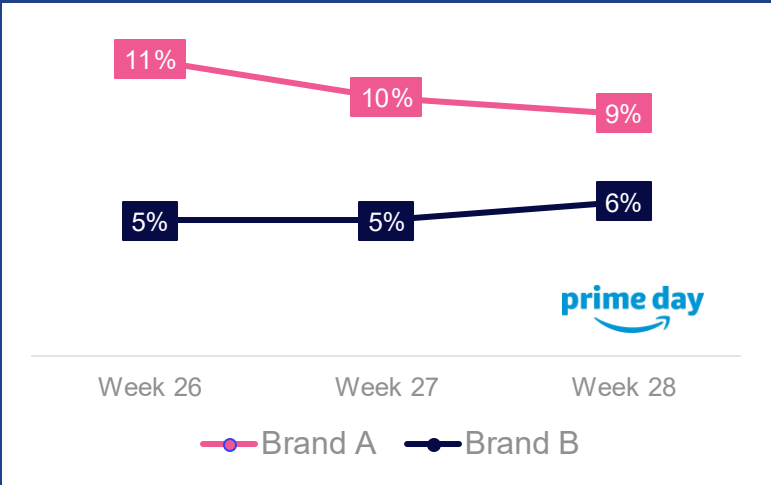
Brand A Avg weekly OOS rates
Week 25-28 on Amazon US



Amazon Location	OOS Rate – July 8th
Atlanta	100%
Boston	100%
Philadelphia	100%
Baltimore	100%

Be Discoverable

Top 20 Total Share of Search on Amazon
Select Hair Care & Styling Keywords



Be Attractive

Select Sponsored Keywords

Brand A

hair gloss

hair mask

blue shampoo

Hair set

Hydrating shampoo

Brand B

Bond building

hair mask

Purple shampoo

anti-frizz

Heat protectant

Brand B
Incremental
Sales
+\$0.9M WoW

Leverage AI to accelerate and strengthen your Innovation process

Striking balance of Synthetic panels using AI with history benchmarks and human input

Innovation processes must be smarter

- *Actionable insights*
- *Agile*
- *Lower cost*
- *Instantly scalable*
- *Bold*



Human Input

Set AI Model Parameters

AI Predictions



Expectations ahead for 2025

1. The key to winning holiday sales will lie in winning the online shopper. Last year 56% of US holiday sales were online, that could rise to over 60% this year.
2. While total store holiday sales are likely to soften, beauty, which is increasingly seen as essential, will buck the trend and see another record setting year
3. Fragrance sales will continue to moderate: expect continued shifting to body sprays and mists, and don't be surprised if holiday fragrance sales struggle to lap last year's record setting pace
4. Pricing is likely to start increasing in the fall as tariff impacts are more fully absorbed in the market
5. ChatGPT will become the new SEO. Making sure your brand is being referenced by LLMs which are capturing more shopper search
6. Innovations will increasingly launch via exclusives with ecommerce retailers, mainly TikTok Shop and Amazon expanding into categories beyond traditional Beauty.

