

Celebrating Sephora

The Prestige Retailer of Choice in the US



Sephora is the undeniable Prestige beauty leader in the US

Sephora is a top ranked retailer* for:

Trust & Reliability

Exclusive Products

Premium & Luxury

Sephora gained 4 million NEW buyers in the back half of 2024

63% of shoppers repurchased at least twice at Sephora in 2024

Sephora shoppers continue to invest across beauty categories

Makeup

+7% Dollars

+6% Transactions

+9% Buyers

2H 2024 | Sephora Shoppers

Fine Fragrances

+26% Dollars

+22% Transactions

+23% Buyers

2H 2024 | Sephora Shoppers

Hair Care

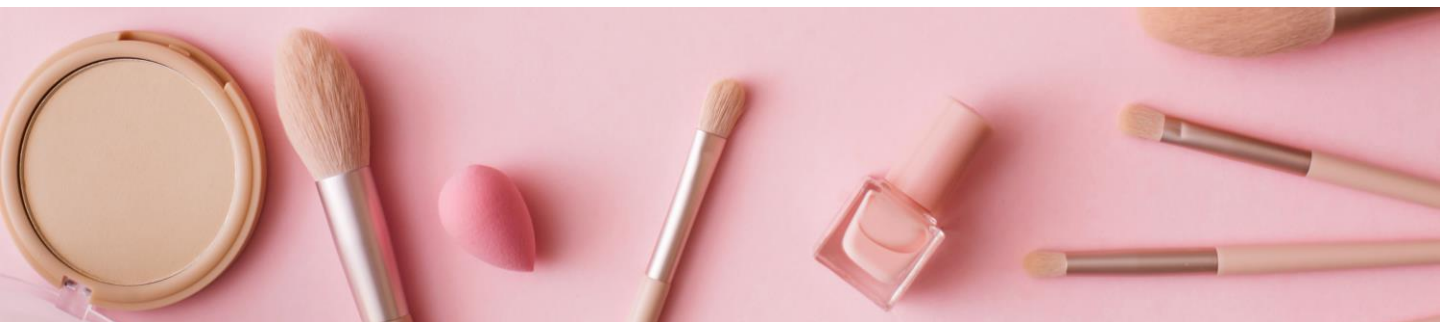
+15% Dollars

+17% Transactions

+17% Buyers

2H 2024 | Sephora Shoppers

At Sephora



Sephora’s online presence drives deeper connection and more effective sales performance

32% of Sephora’s 2024 sales were online

Sephora leads in creating shopper connections via social media:



22.6M

Instagram Followers



1.7M

TikTok Followers

Sephora’s Beauty Insider Savings Events drive outpaced loyalty, beating other competitor’s sale loyalty lifts

+8 pts

Sephora’s Share of **Wallet** from March ‘24 to April ‘24

+2 pts

Sephora’s Share of **Trips** from March ‘24 to April ‘24

Buyer growth from Sephora's exclusive brands align with total Sephora growth

Gain insight into the beauty omnishopper – connect with a NIQ expert today!

Source: NielsenIQ Panel on Demand Omnishopper, Total US, All Shoppers, Sephora, Beauty (Cosmetics & Nail Grooming, Facial Skin Care, Fragrances, Hair Care), 2024

*Metric compared to Sephora Total Brands Buyer Growth; Exclusive brands included: Haus Labs, Patrick Ta, One Size, Tower 28, Makeup by Mario, Huda Beauty, Merit, Kosas, Rare Beauty, Make Up For Ever, Summer Fridays, Glow Recipe

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Reliability**

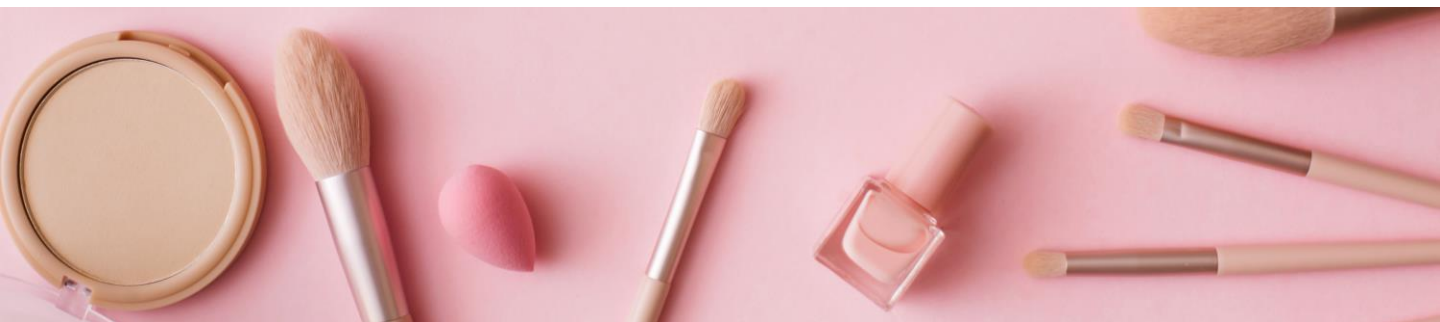
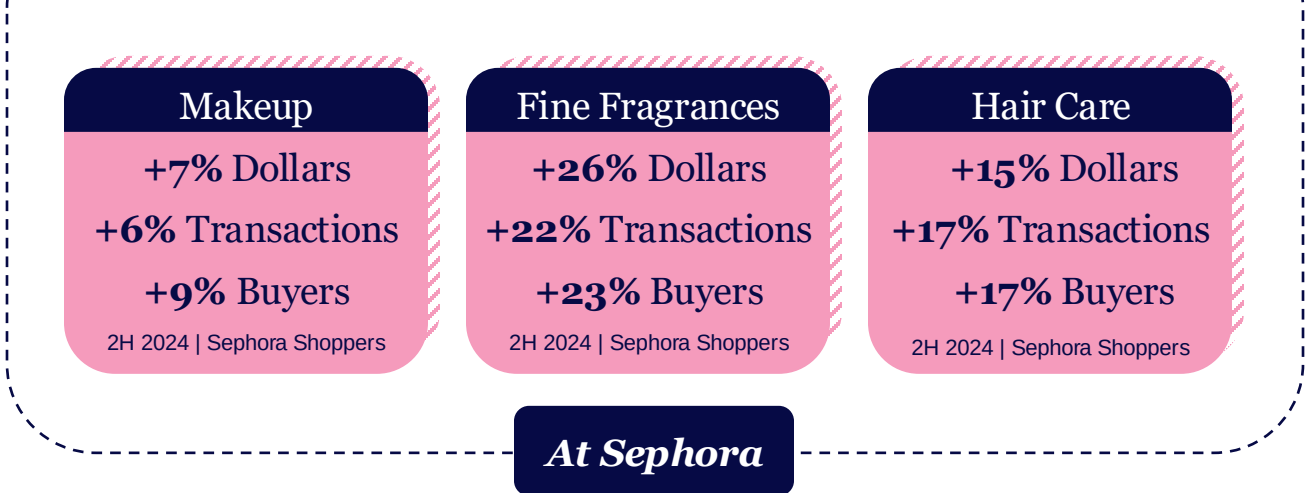
**Exclusive
Products**

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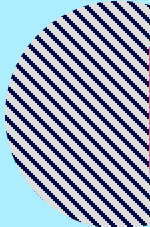
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