

Beauty's Prime Day Results

June 2026

NielsenIQ



Where Can You Measure the Online Beauty Landscape?

NielsenIQ Digital Purchases gives a 360 view of the online market to understand shares, trends, product performance and consumer behaviours

The most advanced and the most reliable consumer panel for e-commerce in the US & Europe

6M

E-SHOPPERS

GDPR

COMPLIANT

+2K

ONLINE
MERCHANTS

3 YEARS

BACK DATA

THE MOST ACCURATE DATA

PASSIVELY ACQUIRED - DELIVERED WEEKLY

TRUSTED
BY

amazon

ASOS
discover fashion online

LOOKFANTASTIC ...



Contact to Know More: Agathe.Apollin@nielseniq.com



What is Prime Day and Why Does it Matter?

Amazon Prime Days are sales events held annually exclusively for Prime Members to shop discounts across the platform

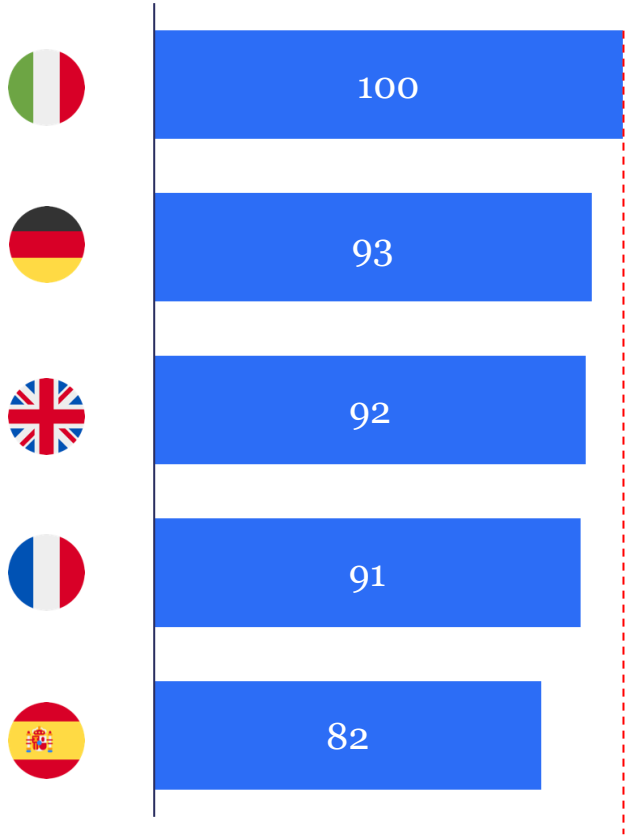


Source: <https://www.aboutamazon.com/news/retail/amazon-prime-day-june-2026>

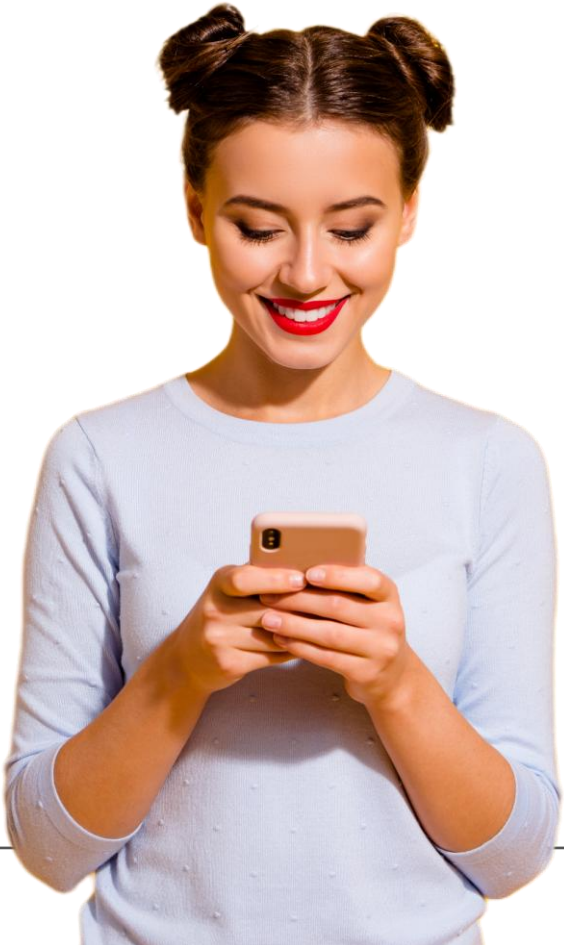
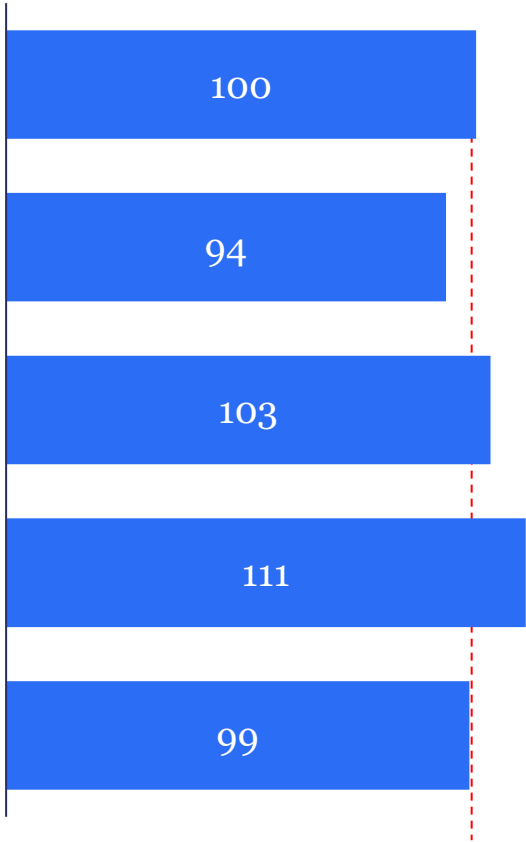
Prime Day 2025 Made a Smaller Splash, But Beauty Was the Exception

Amazon held a smaller share of the total market compared to last year's event, but a greater share of beauty

Total Ecommerce – Index of Amazon's Share in Value during Prime Day 2026 vs Prime Day 2025



Beauty – Index of Amazon's Share in Value during Prime Day 2026 vs Prime Day 2025



Source: NIQ Digital Purchase e-commerce consumer panel. Amazon Prime Days 2025: 08/07/2025 – 11/07/2025. Amazon Prime Days 2026: 23/06/2026 – 26/06/2026

Prime Day are the Key Sales Dates Before Seasonal Sales

The biggest sales days of 2026 so far are led by Amazon’s Prime Day dates

Ecommerce Top Days in **2026 year to date** Ranked by Value - Beauty

	 UK	 Italy	 Germany	 Spain	 France
#1	June 26 th	June 23 rd	June 23 rd	Jan 7 th	June 7 th
#2	June 23 rd	June 26 th	March 20 th	Jan 6 th	March 8 th
#3	June 24 th	June 24 th	May 6 th	Jan 2 nd	April 30 th
#4	February 26 th	June 25 th	June 26 th	June 24 th	January 29 th
#5	June 25 th	May 12 th	May 4 th	Feb 1 st	January 7 th

Prime Day Date

Competitor Sales Successes



Primor sales – January 2026



Journées Gold Sephora – June 2026

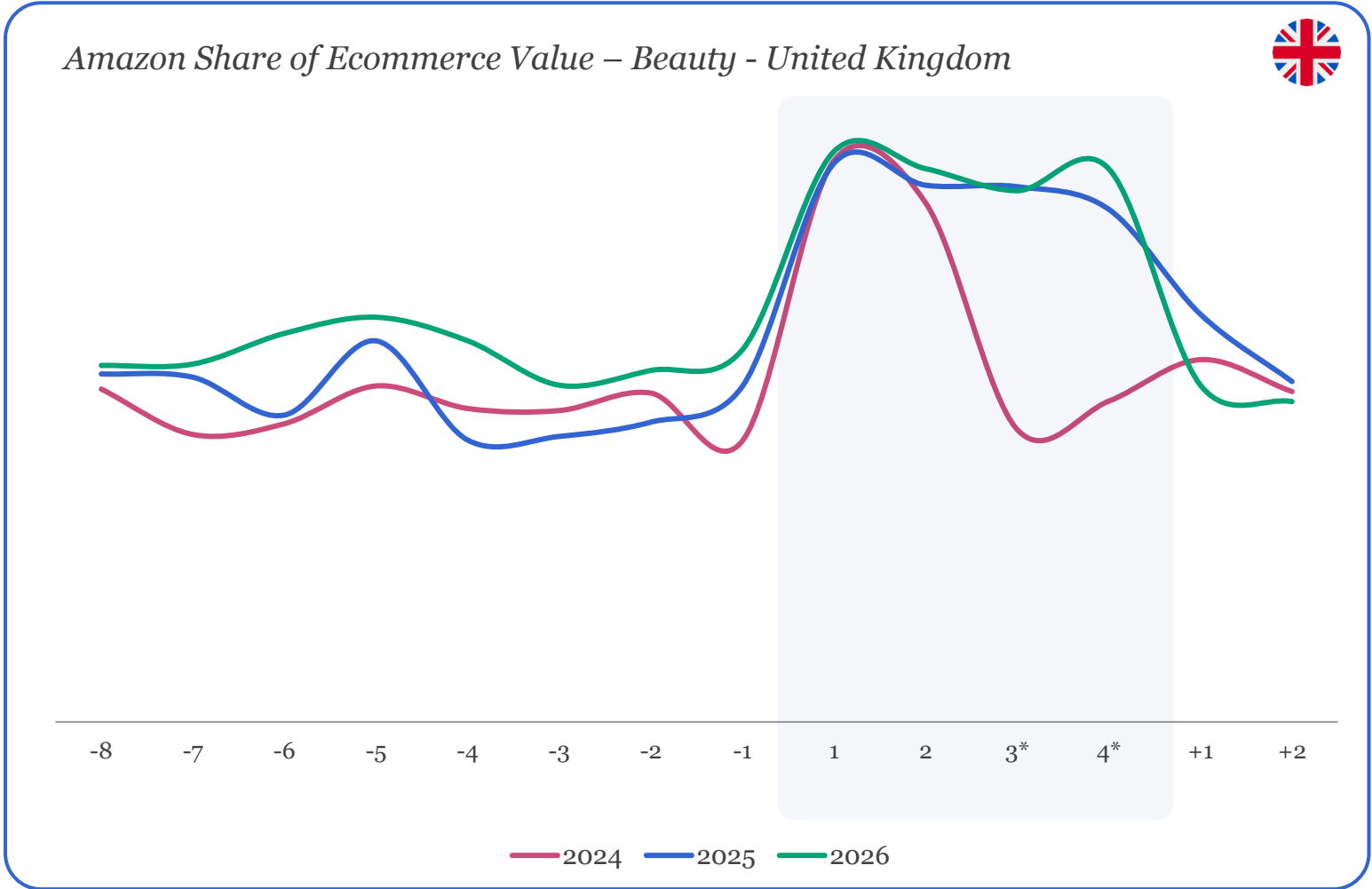
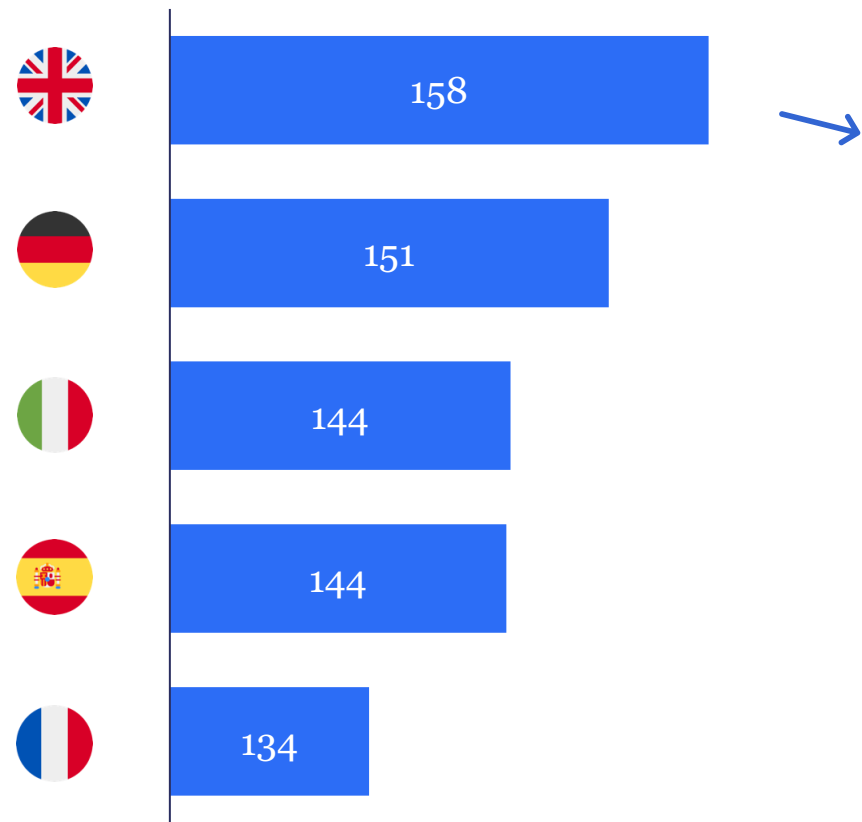
SEPHORA JOURNEE GOLD
Sephora offre une expérience de beauté unique, avec un large éventail de produits allant du maquillage aux soins capillaires. Découvrez nos best-sellers et nouveautés pour sublimer votre style personnel. Que ce soit pour le teint, le parfum, ou le soin de la peau, Sephora a tout pour répondre à vos besoins.

Source: NIQ Digital Purchases FMCG Data to 28th June 2026 - Beauty = Cosmetics, Fragrances, Hair Care, Skin Conditioning & Moisturising, Sun Care and Face Cleansing

4 Days of Impact

Prime Day has now been a 4-day event for the past 2 years, driving a more sustained impact

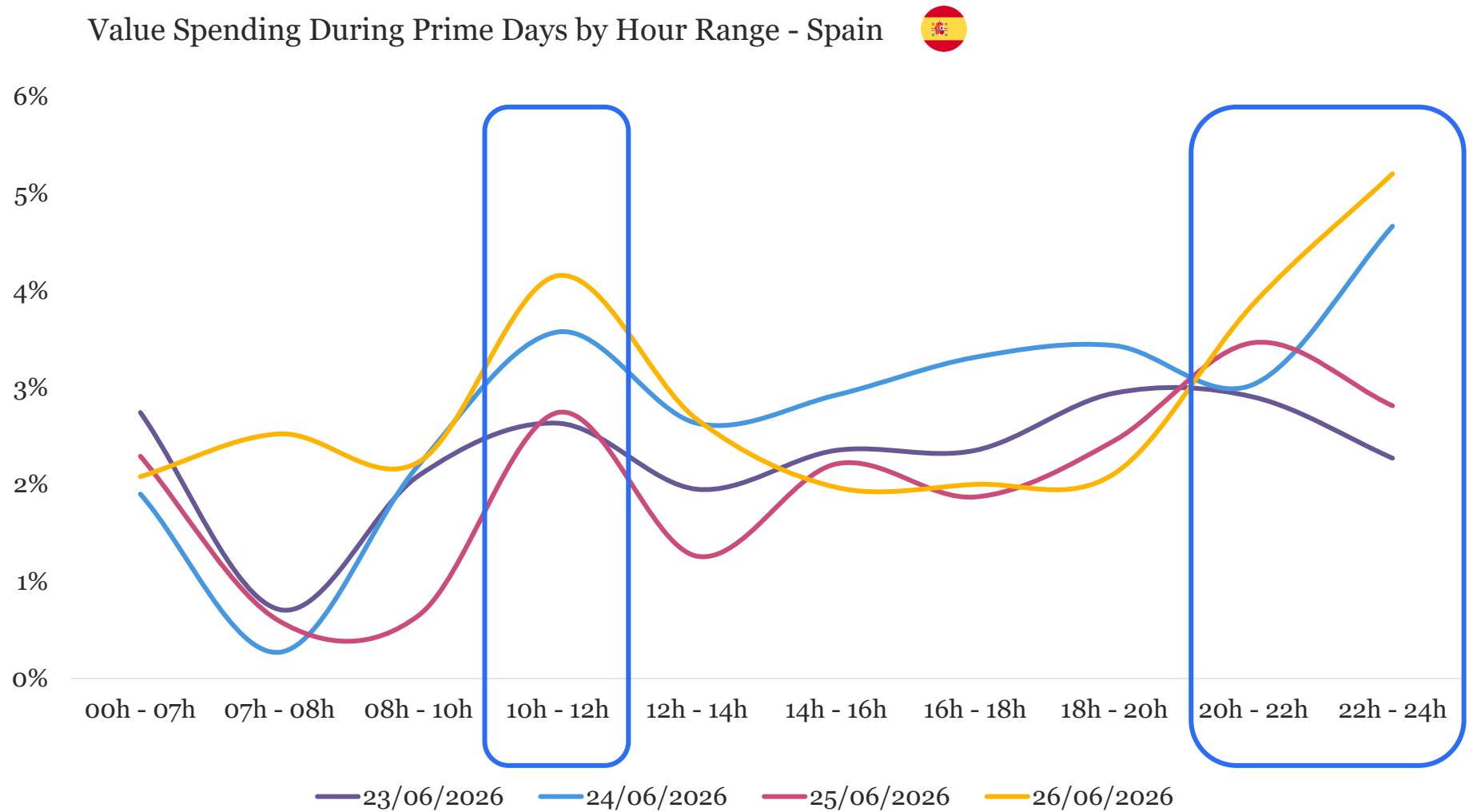
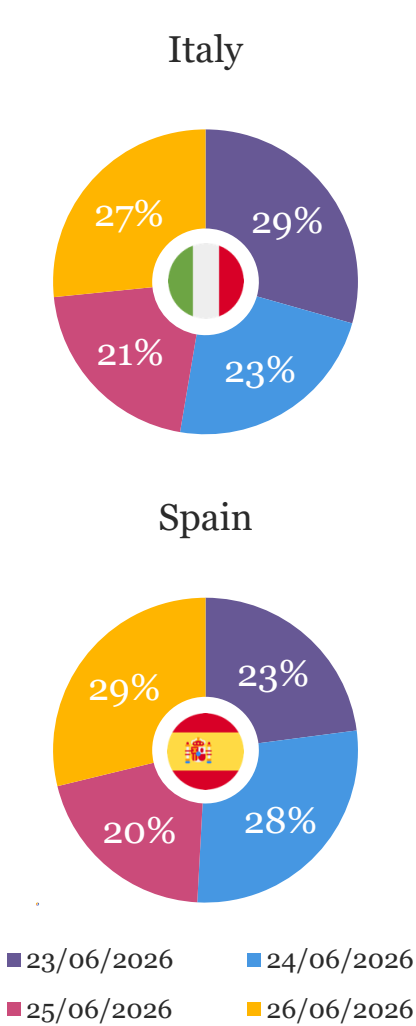
Amazon share index beauty value during 4-day June Prime Day event vs YTD 2026



Source: NIQ Digital Purchases Data – Prime Day Period vs FY 2026 Beauty = Cosmetics, Fragrances, Hair Care, Skin Conditioning & Moisturising, Sun Care and Face Cleansing | *Not a Prime Day date in 2024

Spending During Prime Days Concentrates in Key Moments

The first and the final days of Prime Day generate the most value



Source: NielsenIQ Digital Purchases 23rd June to 26th June 2026 - Beauty = Cosmetics, Fragrances, Hair Care, Skin Conditioning & Moisturising, Sun Care and Face Cleansing

The Buyers Behind Prime Day



In the UK, Prime Day’s success were backed by returning customers, harnessing the platform’s strength with Millennial and Gen X shoppers

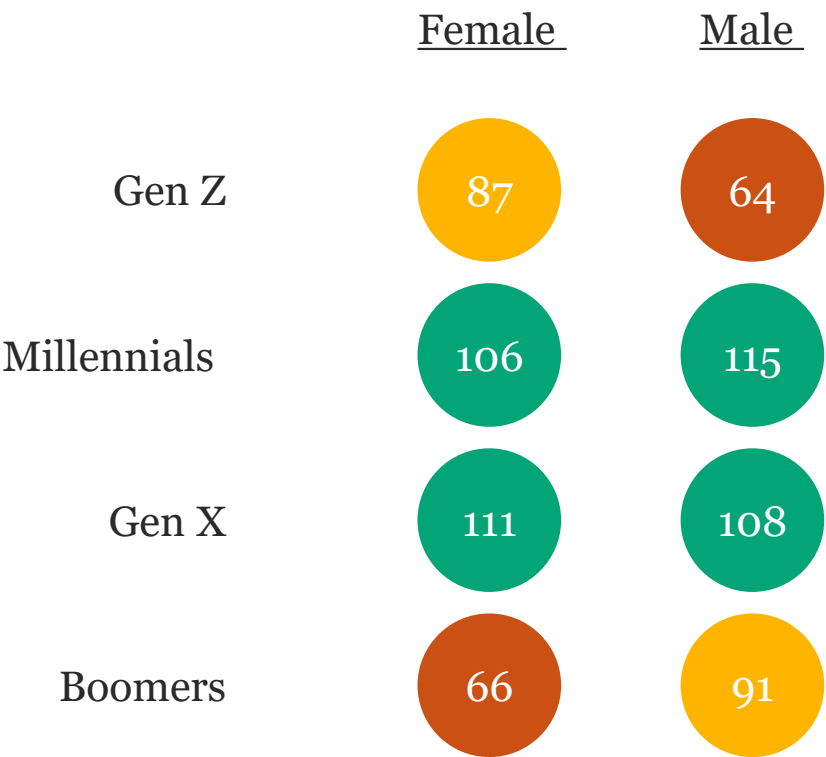
2026’s sale attracted more shoppers to beauty

+17% more customers shopping beauty during Prime Day vs 2025’s sale

Shoppers who don’t only shop during the sale

90% of Prime Day beauty buyers had already purchased beauty on Amazon in 2026

Contribution to Total Beauty Spending on Amazon – Index Prime Day period vs YTD 2026



Source: NielsenIQ Digital Purchases 23rd June to 26th June 2026 - Beauty = Cosmetics, Fragrances, Hair Care, Skin Conditioning & Moisturising, Sun Care and Face Cleansing

Prime Day’s Rising Brands

The winning brands range from hair device manufacturers to K-Beauty favourites

Amazon – Highest Brand Value Share Uplift During Prime Day Period vs YTD 2026 - Beauty

				
medicube ⁺	d’Alba p i e d m o n t	medicube ⁺	dyson	medicube ⁺
 LA ROCHE-POSAY LABORATOIRE PHARMACEUTIQUE	medicube ⁺	Neutrogena [®]	medicube ⁺	KÉRASTASE PARIS
L’ORÉAL	Biodance	Masderm	 good hair day	Biodance

Medicube's Mega Prime Day

The K-Beauty brand was a clear winner of the summer sales event, with creator led activation and viral demand

medicube



#1 Beauty Brand on Amazon during 4-day Prime Day period 2026



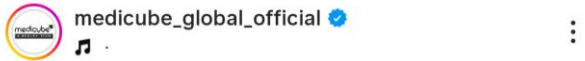
#4 selling beauty item during Amazon Prime Days



#1 selling beauty item during Amazon Prime Days



#5 selling beauty item during Amazon Prime Days



9.382 219 186 1.497
medicube_global_official It's almost here - Amazon Prime Day! We've curated our must-haves for you💖 Are you stocking up on your holy grails, or are you hunting for something brand new? Tell us what you're eyeing!👁️ menos
23 de junio

Source: NIQ Digital Purchases | Value sold on Amazon during Prime Day Period vs YTD 2026 to 22nd June | Beauty = Cosmetics, Fragrances, Hair Care, Skin Conditioning & Moisturising, Sun Care and Face Cleansing

Prime Day's Hot *Products*

Prime Day sales cater to a range of shopper missions from stocking up, to gifting, to exploring new tech devices

K-Beauty



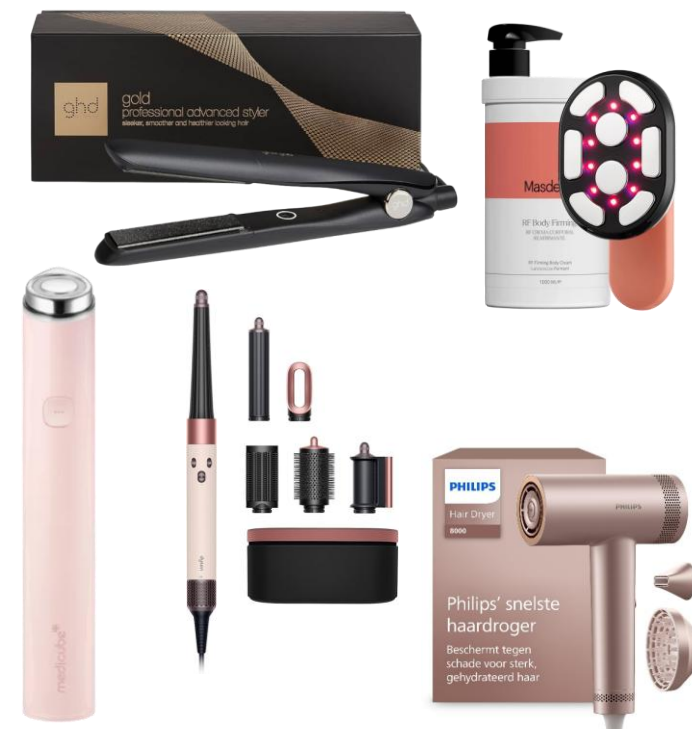
The Korean beauty waves continues, trying the viral K-Beauty icons

Stocking Up



Hair, skin care and cosmetics routine regulars stocked up at a reduced cost

Device Splurging



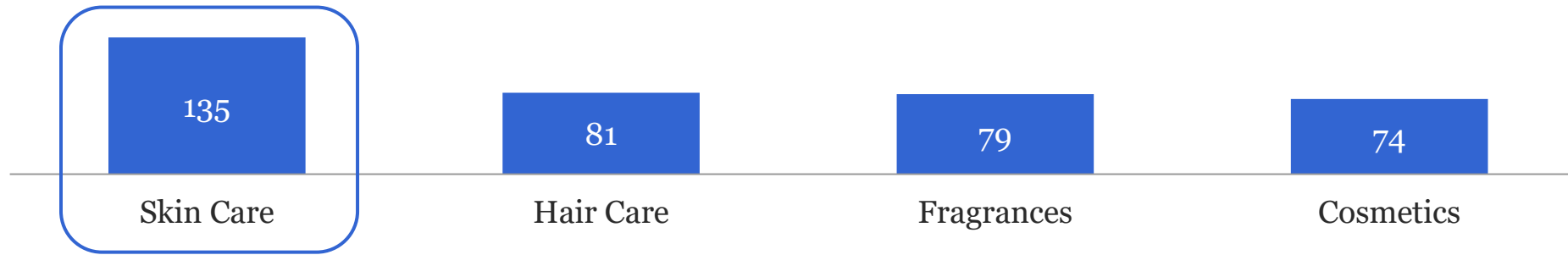
Taking advantage of savings to buy LED devices, hair stylers and hair dryers

Source: NIQ Digital Purchases | Prime Day Period 23.06.26 to 26.06.26 | Selected best-selling items during 4-day sales event – UK, France, Germany, Italy & France

***Skin Care* Took Centre Stage During Prime Days 2026**

Consumers took the opportunity to stock up on skin care favourites during the sales event

Index of share of value sales on Amazon during Prime Day period 2026 vs Prime Day 2025



Top 5 Categories by uplift in share of value sales on Amazon during Prime Day period vs prior week

Face Serums & Oils



Body Moisturizers



Face Moisturizers



Face Wash



Skin Masks



Source: NielsenIQ Digital Purchases 23rd June to 26th June 2026 – Spain - Beauty = Cosmetics, Fragrances, Hair Care, Skin Conditioning & Moisturising, Sun Care and Face Cleansing | images represent top selling product in respective categories on Prime Day

Want to Know More?

NIQ *Digital Purchases*

One platform to unlock data from the world's largest online consumer panel

- Understand market shares and trends
- Discover best-selling vendors or products
- Analyse marketplaces
- Optimize price, delivery and discount
- Understand share of wallet, loyalty, and churn
- Correlate consumer profiles with sales
- Access ad hoc market data

Contact Our Online Beauty Expert To Know More



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