

Beauty & Cosmetics 2023

The RetailX Ecommerce Report series offers a retail-focused overview of the state of commerce in a range of countries and sectors, blending data from ecommerce and trade associations with national and government data, our own research and other sources.

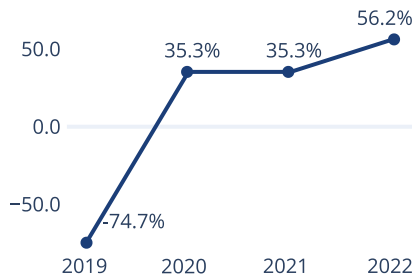
31%

of global beauty & cosmetics sales are made online

79%

of online sales of beauty products in Asia are made on mobile

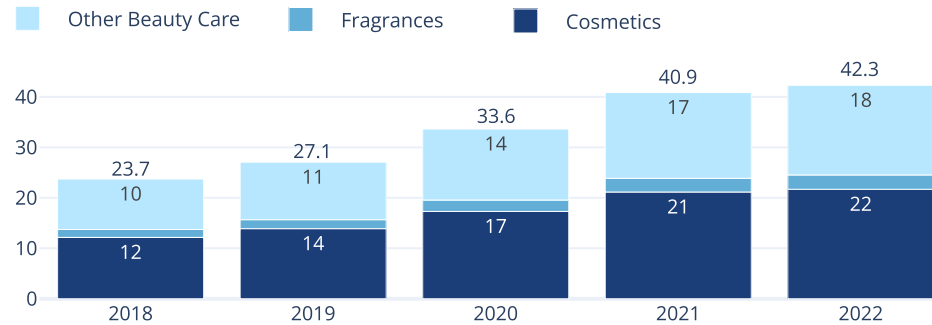
Annual growth of web traffic to Charlotte Tilbury (%), 2019-2022



Note: Web traffic growth calculated using Q1 data

Source: RetailX, drawing on data from SimilarWeb
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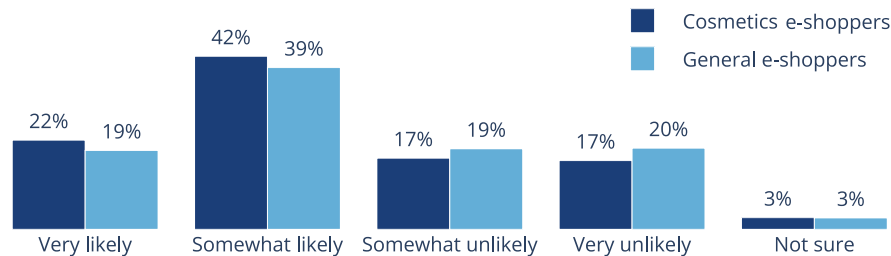
Beauty care ecommerce revenue (bn USD), 2018-2022



Source: Statista Digital Market Insights

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Likelihood of influencer recommendations leading to purchase, cosmetics e-shoppers (%), 2022



Based on 1,194 cosmetics e-shoppers and 2,863 general e-shoppers in Germany, France, Brazil, Australia, USA and UK, aged 16+, Aug 2022. Question: "In your experience, how likely are content creators such as social media influencers to point you to buy products?"

Source: RetailX Consumer Observatory

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The beauty & cosmetics sector is growing around the world. The Chinese market is predicted to grow by above 5% each year until 2027 while in the US online accounts for 31% of beauty sales. Technology is enabling major changes to the customer experience across all channels.

Download the full report: internetretailing.net/report-hub/beauty-and-cosmetics-report-2023/



10%

conversion rate for some livestreams on the Agora app

49%

of online beauty sales in America are made on mobile

14.6%

sales increase across L'Oréal Group in Q1 2023

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