

Beauty Subscription Box Market Size, Share & Trend Analysis Report By Product (Skincare, Haircare, Makeup, Fragrance, Nail Care), By Price Range (Budget, Moderate, Premium), By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Beauty Subscription Box Market Growth & Trends

The global beauty subscription box market size is anticipated to reach USD 2.99 billion by 2030 and is anticipated to grow at a CAGR of 17.9% from 2024 to 2030, according to a new report by Grand View Research, Inc. This growth is driven by increasing consumer demand for personalized beauty experiences and the convenience of having curated products delivered directly to their homes. The trend is particularly strong among millennials and Gen Z, who are enthusiastic about exploring new products and brands through these subscription services, also due to a heightened interest in beauty and skincare routines.

The beauty subscription box market offers various subscription types, including monthly, quarterly, and biannual options, to meet diverse consumer preferences. Companies such as Ipsy enhance personalization by using detailed surveys, such as beauty quizzes during sign-up, to tailor product selections. By collecting information on subscribers' skin and hair types, makeup preferences, and concerns, Ipsy's algorithm customizes each monthly Glam Bag beauty box and continually refines its offerings based on user feedback and product ratings.

The growing trend of K-Beauty is driving demand for Korean skincare products in

beauty boxes as consumers seek innovative, high-quality formulations. Subscription services such as Bomibox provide curated selections of popular K-Beauty items, facilitating easy access for enthusiasts to authentic Korean skincare. This rising interest in personalized skincare experiences, combined with the influence of social media, enhances the appeal of K-Beauty skincare products within the beauty subscription market.

Beauty Subscription Box Market Report Highlights

In 2023, skincare subscription sales accounted for 42.70% of the market share, driven by growing consumer preferences for personalized skincare routines and the convenience of regular product delivery. Innovative brands are increasingly providing targeted solutions for specific skin concerns, resulting in a diverse range of appealing options. The high demand for personalized skincare solutions leads beauty subscriptions to prioritize skincare products. For example, Birchbox tailors its skincare offerings through a Beauty Quiz that assesses consumers' complexion, skin tone, and beauty style

Haircare subscription sales are expected to grow at a CAGR of 18.7% from 2024 to 2030, driven by the increasing demand for personalized beauty solutions that address individual hair needs. The rise of niche and indie brands focusing on specific hair types, such as textured or curly hair, is expanding product variety. Curlbox, established in 2012 as a pioneering textured haircare subscription service, significantly boosted the visibility of textured hair brands through its curated subscription boxes

In 2023, moderately priced beauty box subscriptions accounted for over 50% of global market revenue, offering a balance of affordability and quality that appeals to a wider audience. Consumers are increasingly attracted to options that provide value, contributing to the popularity of subscriptions like Birchbox, Allure Beauty Box, BoxyCharm, and Ipsy. These boxes typically range from USD 16 to USD 30 and include at least five

product varieties, enabling users
to discover new brands and products

In 2023, the beauty subscription box market in North America accounted for 42.3% of the global market revenue. By 2021, beauty boxes had captured 23% of subscription users in the U.S., surpassing food and drink at 19% and fashion at 15%. With 32% of U.S. consumers using subscription services and an average monthly spend of USD 57, the North America beauty subscription market is poised for significant growth. Beauty boxes remain the most popular subscription choice in the U.S., as indicated by Emarsys data from 2021

In July 2024, Allure Beauty Box launched a July Beauty Box Subscription that was packed with refreshing summer beauty treats, including a skin-cooling balm from Tula, a rum-inspired perfume oil from Malin + Goetz, and a gold-flecked primer from Yves Saint Laurent

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