

U.S. Beauty Subscription Box Market Size, Share & Trend Analysis Report By Product (Skincare, Haircare, Makeup, Fragrance, Nail Care), By Price Range (Budget, Moderate, Premium), And Segment Forecasts, 2025 - 2030

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Abstracts

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U.S. Beauty Subscription Box Market Growth & Trends

The U.S. beauty subscription box market size is anticipated to reach USD 3.97 billion by 2030, growing at a CAGR of 21.6% during the forecast period, i.e. 2025 to 2030, according to a new report by Grand View Research, Inc. The holiday season offers significant growth potential for beauty subscription boxes, driven by the increased demand for gift-giving. Consumers often seek subscription services as thoughtful and convenient presents, enhancing the joy of discovery for friends and family. Companies capitalize on this opportunity by curating special holiday-themed or limited-edition products. A notable example is the FabFitFun Holiday Luxe Box, valued at \$545, which includes a curated selection of popular makeup, skincare, and lifestyle items, making it an appealing gift or self-indulgence. This strategy of offering exclusive, high-value products during the holiday season effectively attracts new subscribers.

Beauty subscription boxes attract different age groups for various reasons. Baby Boomers and Gen X value the convenience, reliability, and curated selections that simplify their health and self-care routines. They appreciate trusted brands and transparent pricing, benefiting from recurring deliveries that help maintain their grooming habits with minimal effort. In contrast, Millennials and Gen Z are drawn to personalization and novel experiences, favoring trendy beauty products tailored to their

preferences. While Millennials prioritize customization and sustainability, Gen Z is heavily influenced by social media, seeking brands that embody inclusivity and environmental consciousness.

The popularity of beauty subscription boxes has surged as consumers crave curated experiences that introduce them to new products and trends. Brands like Birchbox, Ipsy, and Dollar Shave Club cater to this demand by offering a mix of sample and full-size items tailored to individual preferences. Notable innovations include IPSY's Glam Bag X, which delivers high-value, curated selections featuring renowned beauty brands. Additionally, the market is evolving to include niche options such as vegan and cruelty-free boxes, reflecting a growing consumer demand for ethical products.

Subscription services like Petit Vour provide luxury, non-toxic beauty products while rewarding customers with in-store credit, are further enhancing the appeal. Meanwhile, the emergence of men's subscription boxes, like those from Lizush, caters to the growing interest in self-care among men, offering curated products delivered conveniently to their doorsteps.

U.S. Beauty Subscription Box Market Report Highlights

In 2024, skincare subscription box sales accounted for over 42% of the market share, driven by heightened self-awareness regarding personal care and the importance of maintaining skincare routines. The convenience of receiving curated skincare products at home has particularly attracted millennials and Gen Z, who prioritize self-care. Companies like IPSY and Birchbox have successfully leveraged this trend by offering personalized solutions tailored to individual needs, including acne-specific products.

Fragrance subscription box sales is projected to grow at a CAGR of 22.1% from 2025 to 2030. The demand for fragrance subscription boxes is driven by factors

like personal expression, emotional appeal, and the desire to explore a variety of scents without committing to full-size bottles. Social media influence, celebrity endorsements, and gifting appeal also boost the market. Companies like SCENTBIRD offer curated selections from over 700 fragrances, including luxury brands like Bvlgari and Michael Kors, allowing consumers to experiment with new scents monthly. Collaborations, such as SCENTBIRD's expansion into Canada through a partnership with Asendia USA, further drive growth in response to rising demand.

In 2024, moderately priced beauty box sales represented over 41% of the market share, appealing to price-sensitive consumers with their combination of affordability and

quality. These boxes enable first-time buyers and young beauty enthusiasts to explore new brands and product samples at accessible prices. Personalization based on user preferences enhances their appeal, while social media and celebrity endorsements drive interest, encouraging consumers to discover new products through tailored and affordable subscription experiences.

In October 2022, Ipsy announced a collaboration with singer and actress Becky G to release the Glam Bag X Becky G collection. Personally curated by Becky G, this limited-edition collection featured a variety of makeup and skincare products from popular brands, including items from her beauty brand, TRESL?ce Beauty. Subscribers to this special Glam Bag X edition gain access to exclusive products valued at up to USD 350, with Becky G's unique style and beauty expertise reflected in the handpicked selection. This collaboration offers Ipsy members a blend of premium beauty essentials curated by a pop culture icon.

Some of the leading market players in the U.S. include Ipsy, FabFitFun, Birchbox, SCENTBIRD, GlossyBox, and GQ Box. These companies have adopted new product launches, collaborations and partnerships, and mergers as key market growth strategies to gain a competitive edge.

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