

United States Cosmetics Market Assessment, By Category [Skin Care, Hair Care, Nail Care, Make-Up, Fragrances, Bath & Body, Others], By Gender [Male, Female, Unisex], By End-user [Commercial Establishments (Hotels, Spas, Beauty Salons, Colour Cosmetics and Beauty Service Provider, Others), Individual Users], By Distribution Channel [Online, Offline (Retail Stores, Wholesale Channels, Dealers/Distributors, Others)], By Region, Opportunities, and Forecast, 2016-2030F

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Abstracts

The market for cosmetics in the United States is expected to increase rapidly from USD 19.52 billion in 2022 to USD 27.82 billion in 2030 owing to the premiumization of ingredients, high consumption of cosmetics due to the large cosmopolitan population, and thriving tourism industry. The United States is the largest market in the world owing to its diverse and rich population, where people constantly demand various products for their daily requirements and different business houses are always keen to fulfill that demand. Any product that enters the United States market gets absorbed easily due to the large consumer base, willing to pay for premium and luxury products including cosmetics.

Also, the high level of disposable income in the United States is one of the major factors driving market growth for cosmetics. In addition, the United States is the hub of the fashion industry which always keeps on driving the demand for color cosmetics aided by the ease of buying from its large retail network or from anywhere using an online

channel. A variety of foreign beauty products try to gain access to the market to fulfill the high demand and make profits due to the sizeable rich population in the nation. The market is expected to register a strong CAGR of 4.53% for the forecast period between 2023 and 2030.

Continuous Innovation and Trends

Product Innovation and emerging new trends on a regular basis keep on driving consumer interest and keep them engaged, pull the demand, and drive the market. Cosmetics brands invest heavily in research and development to come up with new products and ideas, attractive packaging, new formulations, and textures. As consumers are becoming more conscious regarding the ingredients used to manufacture cosmetics so, the demand for organic and chemical-free products is rising and in response to this, every brand is launching a new product line to cater to the needs of that segment and simultaneously try to acquire new ones. Awareness regarding the protection of the environment and the planet pushes brands to repackage their products in more attractive and environment-friendly materials.

For example, Coty Inc. aims to achieve a 20% reduction in packaging and 30% post-consumer recycled materials by 2030. It also aims to package 100% of its product range with FSC or PEFC-certified folding box boards by 2025. Its newly launched Adidas Active Skin & Mind range of shower gels, in 2022 is made of 99.8% PCR.

Impact of Social Media and Influencers

The rise and increasing craze for TikTok, Instagram and other social media, has become a tool of business. These platforms demand a person to have good aesthetics in terms of looks and content to reach a larger audience. Cosmetic products are generally very handy, and thus, their demand has taken a huge leap to look perfect, presentable and desirable. Social media is a popular channel to reach out to customers and at the same time reason for consumption.

Influencers use beauty products because of which, they themselves become a channel for brands to target young individuals, who want the same beauty brands that their favorite influencers use. For women, makeup, skincare and hair care products are surging whereas, in the case of men, hair care products, body grooming and awareness regarding personal hygiene are fuelling the market demand. Influencers like Kylie Jenner are heavily influencing the cosmetics market and have launched their own cosmetic brands. On Instagram, the “beauty” hashtag is one of the most used hashtags

and has been used for more than 490 million posts on Instagram, and on YouTube, most of the top beauty content is made by users not by the brands themselves. Among Gen Z, 42% of makeup consumers are directly or indirectly influenced by social media.

Government Regulations

Other than colour additives, the law does not mandate that cosmetic products and ingredients to receive FDA approval prior to being put on the market, however, there are laws and regulations that apply to cosmetics sold in interstate commerce.

The Modernization of Cosmetics Regulation Act of 2022 (MoCRA) was recently passed in the US Congress, where it mandates that the FDA create stringent new rules for businesses that produce and sell cosmetics in the United States. Companies must submit an obligatory product listing to FDA for each cosmetic product within one year of the enactment date. Owners and operators of facilities that manufacture or process cosmetic products for the United States are required to register with FDA.

A domestic address, domestic phone number, or electronic contact information must be added to product labels so that the responsible party can receive complaints of adverse events. The labels of cosmetic goods that include fragrance allergens must be updated to include the allergens. Labels for professional cosmetic products must clearly and conspicuously state that the product is administered or used only by qualified professionals and that it complies with all applicable cosmetic labelling regulations.

Increasing Product Reach with E-commerce

The rise of e-commerce and digital transformation has significantly impacted the cosmetics industry in a positive manner. Better internet connectivity and increased smartphone subscriptions coupled with an easy and convenient experience have led to an increase in the sales of personal care products through online channels. Brands are investing heavily in e-commerce platforms or D2C to provide personalized experiences and engage customers through digital marketing. Various brands have their own website through which they sell directly to customers and offer virtual try-on for a better experience. L'Oréal S.A. stated that 28% of its total sales in 2022 came through e-commerce.

Impact of COVID-19

The cosmetics industry witnessed an overall decline in sales due to restrictions on

movements, reduced social gatherings and staying-at-home measures. The pandemic caused supply chain disruptions which led to a shortage of raw materials and a rise in prices. Furthermore, due to job losses or lower income, individuals were experiencing financial difficulties, which resulted in a decline in discretionary spending on luxuries like cosmetics. On the contrary side, online sales channels became more popular since physical stores have closed their operations and customers turned to digital devices for shopping. The pandemic diverted consumer preferences from beauty products to skin care products. Staying indoors customers used this time to improve their overall skin health and the trend continues which caused a rise in demand for organic, herbal and chemical-free products.

Key Players Landscape and Outlook

Cosmetics Market in United States is highly flourishing and is a hub of major production and consumption of cosmetics products. Customers are willing to pay premium prices for high-end luxury beauty brands. Cosmetics brands started integrating technology into their website, offering virtual try-on services on their website facilitating customers in their buying decision. In recent years, cosmetic companies have become more interested in virtual reality (VR) marketing. Cosmetic companies can design virtual worlds that let people explore and engage with their products in a realistic way.

Sally Hansen integrated a cutting-edge virtual try-on tool, that is accessible from any mobile device, enabling customers to quickly sample hundreds of Sally Hansen nail colour options in an augmented reality setting.

Recent acquisitions in the cosmetics industry are a testament, that despite the slowdown in various industries across United States, cosmetics are thriving. In November 2022, The Est?e Lauder Companies Inc. announced the acquisition of Tom Ford brand and its intellectual property for USD 2.8 billion.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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