

Can the beauty industry store value

The global cosmetics industry is growing at impressive rates. According to the market research company EUROMONITOR INTERNATIONAL, in 2023 the sector registered a ...

To cut through the noise, beauty labels will need to increase their investments in R& D, emphasise their unique value drivers in marketing campaigns, and create entry-level price points for ...

For instance, value-seeking Gen Z shoppers are leading a boom in dupes, from makeup to skin care to fragrance and beyond, per Mintel. And, according to NIQ, dollar store ...

A new global beauty trends report has unveiled insights for brands and retailers, highlighting the rise of social commerce, the untapped potential of Gen X consumers, and ...

NielsenIQ (NIQ), a leading consumer intelligence company, reveals that the global beauty industry is witnessing a solid 7.3% increase in year-over-yea

Cosmetics industry report: The state of the beauty and cosmetics industry Market size According to last year's projections by Grand View Research, the beauty industry's market ...

As beauty continues to grow, TikTok Shop and Amazon will gain share That comes at the expense of drugstores, department stores, mass merchandisers and even ...

According to the latest data from the Australian Industry & Skills Committee, beauty therapy is the most in-demand job in the beauty industry, with 34% of people enrolling ...

It may be time for beauty brands to reconsider their current marketing strategies and reinvest in creative teams that can deliver quality storytelling and brand messaging.

Two new reports from Harris Williams and NIQ x GfK suggest that inflation has significantly impacted beauty consumer behavior. Rising prices have led to a shift in ...

The beauty industry worldwide is booming and is estimated to reach \$677.19 billion in 2025. Besides, Americans spent an average of \$211.82 on beauty products, with ...

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