

DRIVING GROWTH AT THE INTERSECTION OF BEAUTY AND WELLNESS



There's a growing interest in wellbeing – successful brands will need to adopt a nuanced, cross-channel, approach to connect with shoppers across the wellness spectrum.

STAY AHEAD OF EMERGING TRENDS

Curated experiences and disruptive technologies are flooding the beauty space. Stay connected to up-and-coming category trends that are increasingly influencing shopper conversion.

KNOW THE BEAUTY AND WELLNESS SHOPPER

Beauty plays a key role in shoppers' idea of wellness but not all factors are created equally. Understand the top drivers of beauty purchases to craft meaningful messaging.

DRIVE GROWTH WITH RETAIL CUSTOMERS

Wellness will look different across all retailers. Curate products to fit into the wellness narrative at each retailer to capitalize on growing shopper demand.

Meet the Expert

TIFFANY HOGAN

Senior Analyst, Beauty & Apparel



56%

of all health & beauty searches start on Amazon

50%

of shoppers say price is the top factor in driving beauty category purchases

U.S. Health & Beauty Specialists Sales forecast to grow

10 MM

over the next five years

WAYS TO ENGAGE

SYNDICATED OFFERINGS

- Access forecasts, retailer profiles, thought leadership, and shopper trends on Retail IQ
- Stay connected to beauty trends and discuss implications with our experts via the Health & Wellness webinar series

CUSTOM SOLUTIONS

- Tie strategic insights with immersive in-store execution trends via retail store visits
- Bring Kantar's beauty and wellness experts to your organization either virtually or onsite