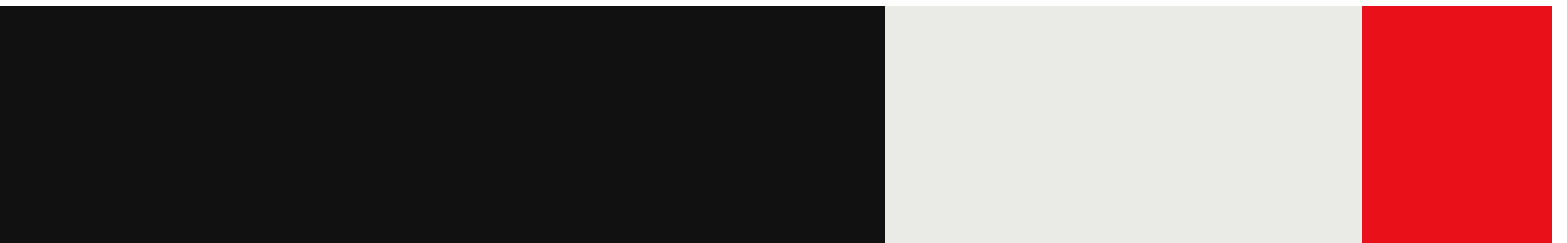


Brand Anatomy: How BeautyBio is positioning itself for growth amid a changing digital media landscape

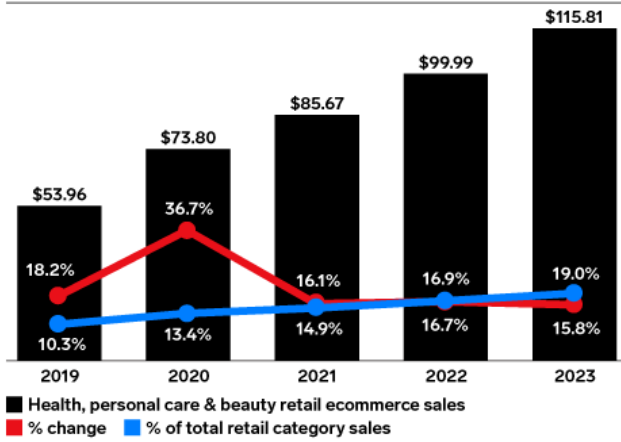
Audio



On this episode of Brand Anatomy, where we get exclusive looks inside leading brands, eMarketer Briefing director Jeremy Goldman sits down with Abby Whitmer, vice president of ecommerce at BeautyBio, to discuss how the beauty brand is adjusting to iOS privacy changes, tackling supply chain issues as a medium-sized business, and lessons from this year's holiday season.

US Health, Personal Care, and Beauty Retail Ecommerce Sales, 2019-2023

billions, % change, and % total retail sales



Note: includes over-the-counter products such as medicines, vitamins and supplements, personal care/hygiene products, beauty products and other household products like toiletries, baby products, and pet products; includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales
Source: eMarketer, Feb 2021

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