

# L'Oréal puts its best face forward

## Article

Though the beauty category may not be inflation-proof, L'Oréal had a great first half of the year as the return to in-person life continued.

Let's look at L'Oréal's makeup:

**\$21.71 billion:** [L'Oréal's global net sales](#) for H1 2022, a **20.9%** increase year over year (YoY.) North American net sales totaled **\$5.50 billion**, up **23.5%** YoY. The company noted that although sales have returned to pre-pandemic levels, supply chain pressures continued to impact sales.

**41.3%:** The percentage of L'Oréal's H1 [sales from skincare products](#), the largest product category, followed by makeup (20.6%), haircare (15.1%), perfumes (10.4%), hair color (9.0%), and other (3.7%).

**37.4%:** The percentage of L'Oréal's H1 business from its [L'Oréal Luxe division](#), which features prestige brands such as Lancôme, Kiehl's, and Giorgio Armani Beauty. [Online sales of prestige beauty declined 14%](#) YoY, per 1010data. Luckily, L'Oréal's consumer product sales (L'Oréal Paris, Garnier, etc.) represent nearly the same amount as its prestige products at 37%.

**\$93.75 billion:** Our forecast for retail sales of fragrance, cosmetic, and beauty products in 2022, a 9% increase YoY. Ecommerce sales of fragrance products will grow 23.4% this year, the fastest growing single category we measure. Ecommerce sales of cosmetic and beauty products will grow substantially at 19.4%.

**50%:** The percentage of US teens and adults who expect shopping or browsing for beauty products will be [made better in a virtual/metaverse environment](#), per Vox and United Talent Agency. Asmita Dubey, chief digital and marketing officer at L'Oréal, told Glossy the future of beauty will be [“physical, digital, and virtual”](#) and that the company is “laying down strong foundations in Web3,” which includes metaverse ambitions.

**Why we care:** The beauty category (makeup, in particular) has gotten a lift from consumers' desire to be out and about. As consumers watch their spending, they may switch from higher-end products to more affordable ones.

*This was originally featured in in the Retail By the Numbers newsletter. For more retail insights, statistics, and trends, [subscribe here](#).*