

Amazon leans into tentpole events, hosts a Summer Beauty Haul sale

Article

The news: Amazon's second annual Summer Beauty Haul weeklong sales event launches Monday, May 13, at 12am PDT.

- Like [Amazon's Big Spring Sale](#), the event is not limited to Prime members.

- In addition to limited discounts, consumers will receive a \$10 promotional credit when they spend at least \$50 on beauty products sold by Amazon during the event.

Amazon's focus on beauty: We expect Amazon will account for 6.9% of all health and beauty sales this year.

- That's a major leap from three years earlier when it accounted for just 4.4% of all sales in the category, and there's a significant runway for Amazon to capture a greater share of the market.
- One way it aims to do so is by luring more high-profile brands onto its platform. For example, **Clinique** recently became the first **Estée Lauder** brand to set up shop on Amazon's Premium Beauty store, which also features brands such as **Laneige**, **Sun Bum**, **La Roche Posay**, and **Elemis**.

Tentpole events: Summer Beauty Haul will be Amazon's third targeted sale in May. It hosted Amazon Gaming Week from April 30 through May 5, and Amazon Pet Day begins on May 7.

- Amazon is increasingly using seasonal or category-specific events to drive sales and build awareness of its growing selection of name brands.
- The events also boost retail media spending as brands aim to ensure they are front and center during the sale.

The big takeaway: Not only will the Summer Beauty Haul event likely boost sales on Amazon, but it may also help put the retail giant top-of-mind for some beauty shoppers who previously hadn't considered buying their makeup or skincare products on its platform.

Amazon Retail Ecommerce Sales Share, by Product Category: % of Total Retail Sales

US, 2024, % of total

Books music & video

64.1%

Toy & hobby



Note: represents the gross value of products or services sold on amazon.com (browser or app), regardless of the method of payment or fulfillment; excludes travel and event tickets, Amazon Web Services (AWS) sales, advertising services, and credit card agreements; includes direct and marketplace sales

Source: EMARKETER Forecast, February 2024
