

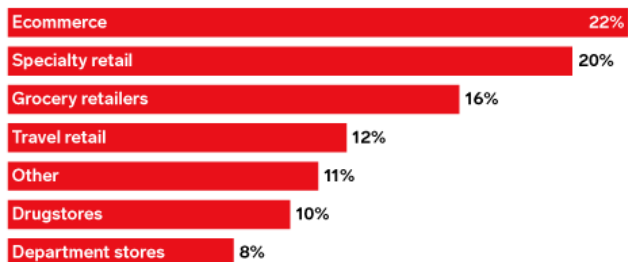
# Beauty shoppers spend more online than in any other retail channel

Article

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## Beauty Retail Sales Share Worldwide, by Channel, 2023

% of total



Note: total beauty retail sales worldwide for 2023=\$460 billion; numbers may not add up to 100% due to rounding

Source: McKinsey, "The beauty market in 2023: A special State of Fashion report," May 22, 2023

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eMarketer | InsiderIntelligence.com

**Key stat:** Some 22% of beauty retail sales worldwide will take place online this year, the most of any sales channel, per McKinsey. Physical specialty stores, such as Sephora and Ulta Beauty, will come in a close second (20%), while department stores will rank last (8%).

### Beyond the chart:

- US cosmetics and beauty sales will grow by 10.1% this year, per our forecast, remaining resilient even as consumers pull back in many discretionary categories.
- The category's ecommerce sales will grow faster still, by 13.6%, according to our estimates.
- Amazon will surpass Walmart in US beauty sales by 2025, according to a Morgan Stanley research note.

### Use this chart:

- Develop advertising strategies that prioritize digital.
- Evaluate shifting purchasing behavior in beauty.

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