

Sephora partners with Zappos to grow reach

Article

This article was written with the assistance of ChatGPT.

The news: Sephora will begin selling beauty products through Zappos, per Business of Fashion, the latest in a series of partnerships the beauty retailer has inked to help grow its reach and sales.

Sephora's expansion tear: Sephora's partnership with Zappos allows it to expand its reach by tapping into the latter's customer base, as well as benefit from the company's ecommerce and customer service expertise.

- Similarly, Sephora is leaning on another established retailer—**Kohl's**—to expand its brick-and-mortar footprint in the US.
- **Another 250 full-sized Sephora shop-in-shops will be added to Kohl's stores this year, bringing the total number to 850 across 48 states.**

The big picture: Both of these moves should help Sephora take a bigger slice of the still growing US beauty market. **We expect total cosmetic and beauty sales to grow 7.6% this year, more than any other category, while ecommerce sales will grow even faster at 17.2%.**

But whether Zappos is the best partner to give Sephora an ecommerce boost is an open question, given that the site is best known for its footwear selection. Still, the company can draw on parent company **Amazon's** resources and expertise to help Sephora enhance the online shopping experience.

Retail Ecommerce Sales Growth, by Product Category

US, 2023, % change

Food & beverage

19.1%

Cosmetic & beauty

17.2%

Fragrance

15.9%

Auto & parts

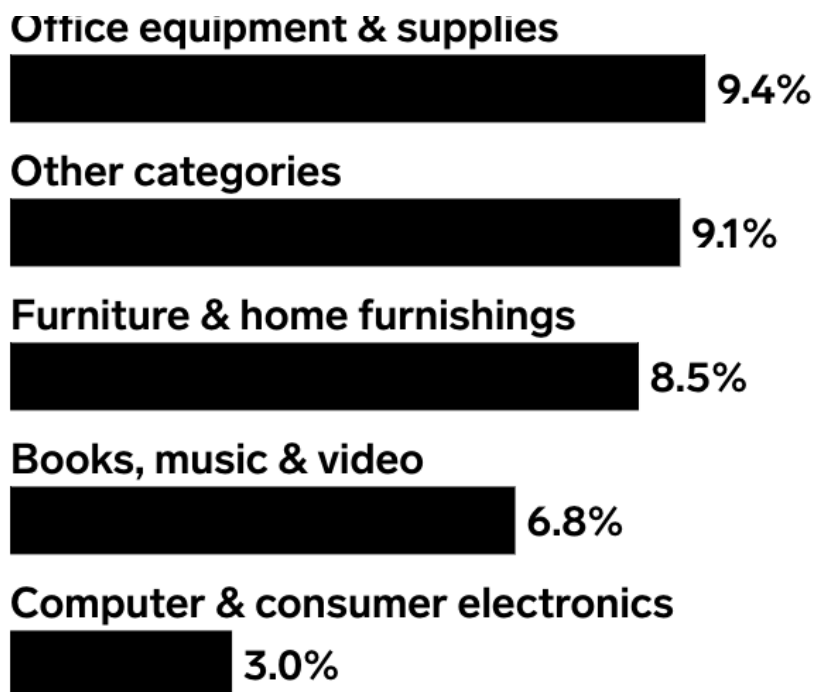
11.0%

Apparel & accessories

10.0%

Toys & hobby

10.0%



Note: 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, restaurant sales, food services and drinking place sales, gambling and other vice goods sales

Source: eMarketer, February 2023

eMarketer | InsiderIntelligence.com