

## Global Cosmetic Industry

### The Beauty Innovator's Resource



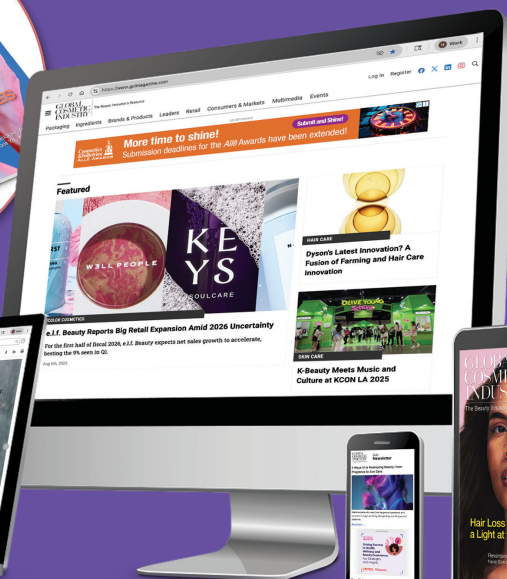
THE BEAUTY AND PERSONAL CARE INDUSTRY IS THRIVING LIKE NEVER BEFORE.

Appealing to a diverse audience—from the emerging Gen Alpha consumers to boomers with evolving needs.

To meet these shifting demands, brands are prioritizing efficacy, convenience, sensorial experiences, and the use of safe, sustainable ingredients and packaging. At the same time, advancements in technology are transforming every facet of the industry, from manufacturing and product development to marketing and distribution.

Looking ahead, 2026 promises to be a year of extraordinary innovation. Brands, along with their supplier and manufacturing partners, will be tasked with delivering advanced solutions for an ever-evolving world. This year, our mission is to provide thoughtfully curated insights, data, and resources to inspire and support these innovations. By connecting brands with the right partners, we aim to foster growth and drive meaningful progress. We invite you to join us on this journey.

*Emmanuel Henderson*  
Emmanuel Henderson  
Content Director, Global Cosmetic Industry



## WHAT IS GLOBAL COSMETIC INDUSTRY?

*Global Cosmetic Industry* is the industry resource connecting the dots between R&D innovation and market trends for the beauty, personal care and wellness industries. From emerging ingredient and packaging technologies to shifting consumer and market demands, we deliver the latest insights that drive brand marketing, product innovation, retail and technology strategies, and more.

## THE STAKES ARE HIGH

The barriers to beauty, personal care and wellness market entry are at a historical low, but there's also more competition than ever before. At the same time, the pandemic has spurred rapid shifts in the consumer, market, retail and technology landscape.

- The industry is valued at \$430 billion and is projected to reach **\$580 billion** by 2027.
- The premium beauty sector is expected to grow at an annual rate of **8%** between now and 2027.
- **70%** of global consumers stated that sustainability is more important to them now than it was 2 years ago.
- Sales in body care products are expected to increase at an annual rate of **5.9%**.
- **Functionality** is the main reason consumers choose a brand with products that increase the efficacy of skin care products growing in popularity.

*Global Cosmetic Industry* provides you with unparalleled access to our audience of brand owners, founders, marketers, executives and product developers. Strategically tailoring a yearlong campaign that aligns with your goals is a good way to navigate an ever evolving industry.

# 2026 CONTINUITY PROGRAMS

NEW!  
IN 2026

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COSMETIC  
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## Generate long-term momentum for your brand with Continuity Programs from *Global Cosmetic Industry*.

Customized advertising packages are designed to be flexible and tailored to your needs and budget. These programs work most effectively when recommended products align best with *your* brand and product goals.

Maintaining continued engagement with a targeted audience is an essential part of an optimized strategy. You build stronger brand loyalty with consistency in messaging throughout the year and it provides the greatest opportunity to achieve a solid return on investment (ROI).

### IMPACT CAMPAIGNS

The name says it! Impact campaigns are hard hitting and ideal for launches or rebranding efforts.

The strategy begins with awareness ads, builds audience education and excitement, and concludes with conversion-focused appeals for action.

### FREQUENCY (AWARENESS) CAMPAIGNS

Can you repeat that?

Frequency campaigns build brand awareness and recognition through repetition, using varied but consistent branding materials to keep your brand top of mind, foster organic growth, and prime audiences for conversions.

### DOMINANCE CAMPAIGNS

A dominance campaign saturates media and positions you as an industry thought leader.

It focuses on strategic items aligned with this goal and emphasizes tailored content to outperform competitors.

Please contact Kim to talk about how a Continuity Program can work for your brand.

# AUDIENCE WHO WE REACH

Kim Jednachowski  
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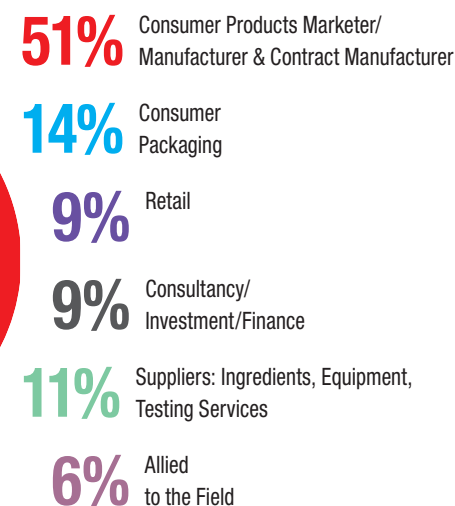
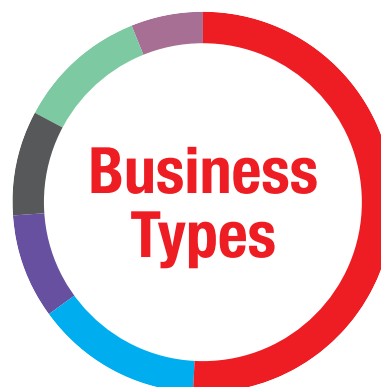
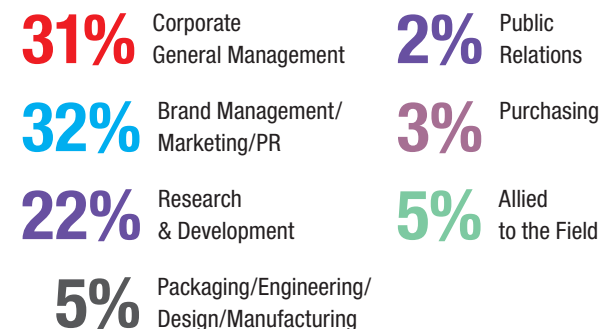
## Subscribing Companies

Aesop	Briogeo	Harrods	Peach and Lily
ALASTIN Skincare	Chanel	Haus Labs by Lady Gaga	Prelude Growth Partners
Algenist	Charlotte Tilbury	Henkel	Puig
Allergan Aesthetics	Colgate Palmolive	Huda Beauty	P&G
Amazon	COOLA	INKEY List	Paulas Choice
amika	Coty	JONES ROAD BEAUTY	Revlon
Amore Pacific	DevaCurl	Kao	RoC Skin Care
Anastasia Beverly Hills	DIPTYQUE	Kayali	Saje Natural Wellness
Augustinus Bader	Dr. Squatch	Kiko Milano	Sephora
Aveda	Dyson	L Catterton	Summer Fridays
Babor	Deciem	Living Proof	Sun Bum
Bain Capital	Ernst & Young	L'Oreal	Supergoop!
Bath & Body Works	e.l.f. Beauty	LVMH	Ulta Beauty
Bareminerals	The Estée Lauder Companies	Medik8	Unilever
Beekman 1802	Fenty Beauty by Rihanna	Maesa	Urban Decay
Beiersdorf	Glossier	Makeup By Mario	Vegamour
Bluemercury	Good Molecules	Manzanita Capital	Walmart
Black Girl Sunscreen	Goldman Sachs	Oddity	
Bobbi Brown	Guerlain	Pattern	

## Global Cosmetic Industry Subscribers

Brand & Product Development Manager	Director Marketing	Development Chemist
Brand Directors/Managers	Directors of Packaging Sourcing	Managers of Packaging Development
Category Development Manager	Directors of R&D	Packaging Design Engineers
CEOs/Owners/Presidents	Executive Directors	Purchasing Managers/ Buying Director
Chief Marketing Officer	Founders	Senior Packaging Designers
Digital/Social Media Marketing Manager	Global Design & Packaging	VP & Sr. Marketing Directors
	Lead Chemist/	

## Primary Market Reach



# AUDIENCE HOW WE REACH THEM

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*Global  
Cosmetic Industry*  
is the leading multi-  
channel information  
platform to reach  
Beauty and Personal  
Care Decision-makers.



**Magazine** Subscribers

**24,000**



**Daily Newsletter** Subscribers

**20,500**



**Dedicated E-blast**

**21,500**



**Partner Solutions E-blast**

**21,500**



**Website** Visitors (Monthly Avg.)

**49,500**

Registered Website Users: **34,500**



**Social Media** Followers

**151,000+**

# AUDIENCE PURCHASING POWER\*

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## Purchasing Power

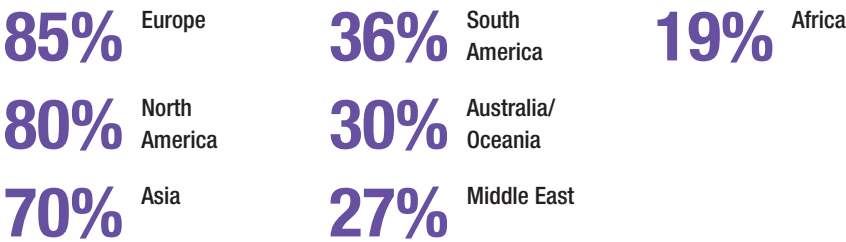
86%

Reached are the  
Sole Decision Maker,  
Part of a Decision  
Making Team  
or Influence  
Decision Makers

## Products Purchased



## What Markets Do You Operate In?



\*Publisher's Data