

Global Cosmetic Industry – The Beauty Innovator's Resource



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.

WHY IT'S IMPORTANT*

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 stakes are high:

- The health, beauty and personal care sector will add \$305 billion in global sales between 2021 and 2026 (*Edge by Ascential*).
- 50% of that growth will come from e-commerce sales.
- Specialty categories such as “organic” beauty/personal care is outgrowing the total market at a rate of 13% (*NielsenIQ*).
- Cruelty-free offerings, meanwhile, are expanding at a rate of 27%.
- At least 57% of consumers are willing to pay more for sustainable products (*Mintel*).

In an era of rapid change, brand owners, founders, marketers, executives and product developers need access to the best information available so they can work smarter, faster and better.

AUDIENCE WHO WE REACH

Kim Jednachowski
Business Development Manager
kjednachowski@allured.com
630-344-6054
www.GCImagazine.com

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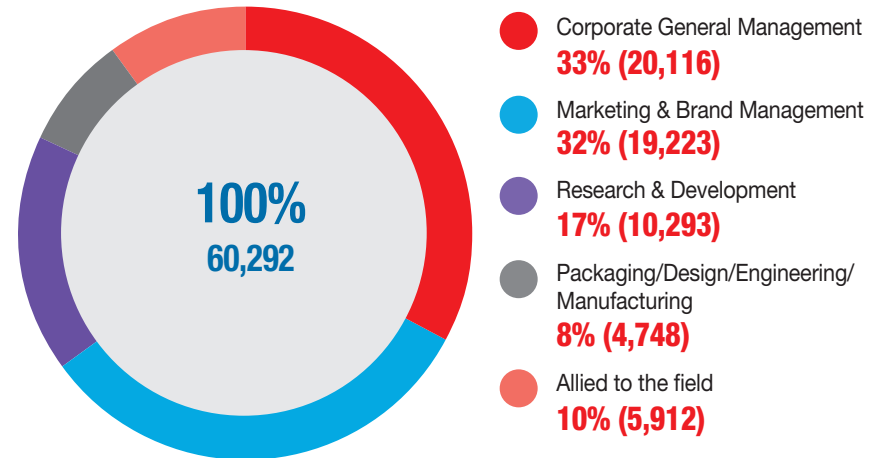
Subscribing Companies

Beautycounter	Glossier	Pat McGrath
Beiersdorf	Goop	Procter & Gamble
Chanel	Huda Beauty	Sephora
Charlotte Tilbury Beauty	Kate Somerville	Ulta Beauty
Colgate-Palmolive	L'Oréal	Unilever
Coty	LVMH	Urban Decay
CVS	MAC	
Estée Lauder	Moon Juice	

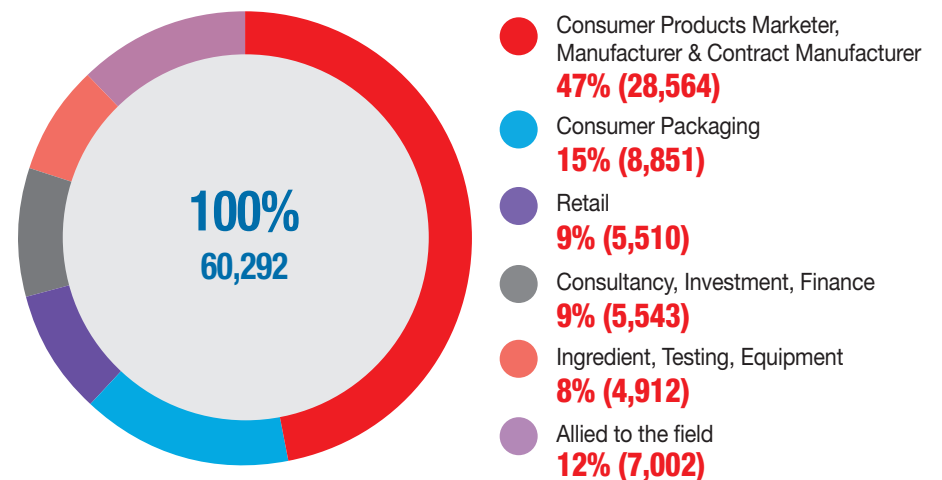
Global Cosmetic Industry Subscribers

Brand Directors/Managers
Brand/Business Development Managers
CEOs/Owners/Presidents
Directors of Packaging Sourcing
Directors of R&D
Executive Directors
Founders
Global Design & Packaging
Managers of Packaging Development
Packaging Design Engineers
Purchasing Managers
Senior Packaging Designers
VP & Sr. Marketing Directors

Primary Job Functions



Primary Business Types



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COSMETIC
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The leading multi-channel
information platform to reach
60,292 beauty and personal
care decision-makers.



Custom E-blast List

39,920



Website Registered Users

36,982

Unique Monthly Users: **65,668**



Daily E-Newsletter Subscribers

20,083



Magazine Subscribers

30,415



Social Media Followers

73,000+



Beauty Accelerate
Conference Attendees

728

BEAUTY
ACCELERATE >>>

See You in 2024!

Contact Kim for more information!

AUDIENCE PURCHASING POWER

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Purchasing Power

84%

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

Company Revenue (\$)

18% 100+ Mil

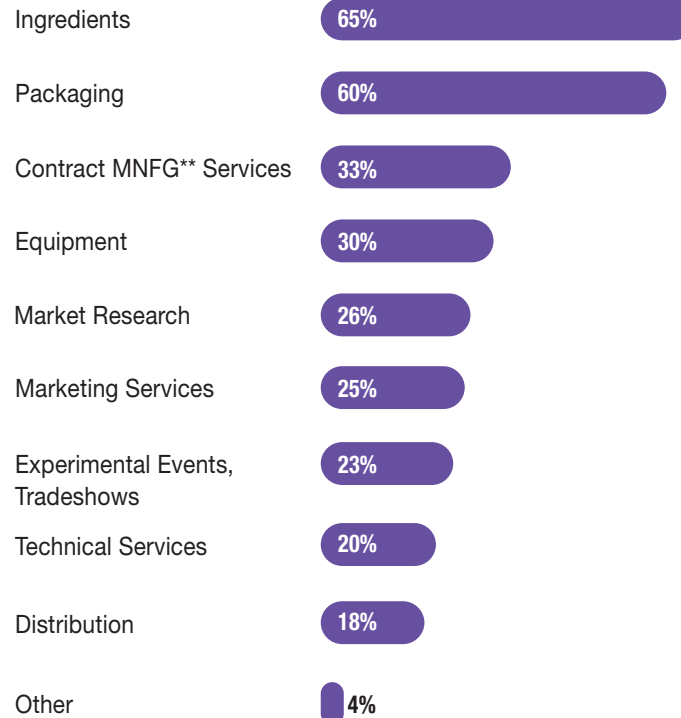
7% 50 – 99.9 Mil

14% 10 – 49.9 Mil

13% 1 – 9.9 Mil

27% Less than 1 Mil
(start-ups)

Products Purchased



**MNFG = Manufacturing

