

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

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COSMETIC
INDUSTRY®**
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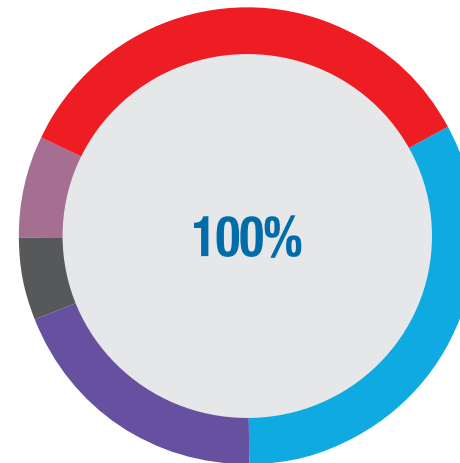
Subscribing Companies

Asutra	Dr. Squatch	LORéal
AVEDA	Drunk Elephant	MAC
Avon	Edgewell Personal Care Company	Madison Reed
Bath & Body Works	ELF Beauty Inc.	NARS Cosmetics
Beautycounter	Estée Lauder Companies	Olaplex
Beekman 1802	Glossier	Paula's Choice LLC
Beiersdorf	Glow Recipe	Puig
Bulldog Skincare for Men	Henkel	Sephora
Burts Bees Inc.	Herbivore Botanicals	Shiseido
Chanel	HydraFacial	Sundial Brands LLC
Clinique	Jones Road Beauty	Supergoop
Colgate Palmolive Co.	K18hair	Target
COOLA	Kate Somerville	Tatcha
Coty	Korres	Tom Ford Beauty
DECIEM	Kosas Cosmetics	Youth to the People

Global Cosmetic Industry Subscribers

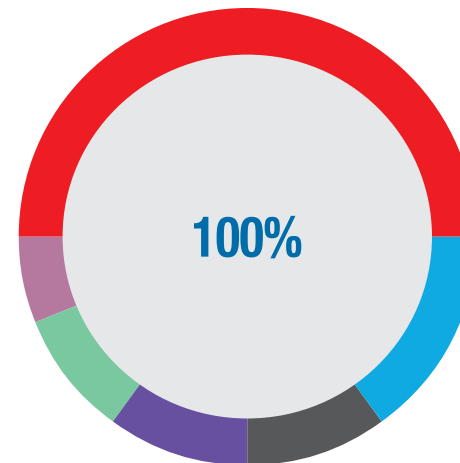
Brand & Product Development Manager	Director Marketing	Development
Brand Directors/Managers	Directors of Packaging Sourcing	Packaging Design Engineers
Category Development Manager	Directors of R&D	Purchasing Managers/Buying Director
CEOs/Owners/Presidents	Executive Directors	Senior Packaging Designers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

Total Market Reach – 59,000



Primary Job Functions

- Corporate General Management **35%**
- Marketing & Brand Management **33%**
- Research & Development **19%**
- Packaging/Design/Engineering/Manufacturing **6%**
- Allied to the field **7%**



Primary Business Types

- Consumer Products Marketer, Manufacturer & Contract Manufacturer **50%**
- Consumer Packaging **15%**
- Retail **10%**
- Consultancy, Investment, Finance **10%**
- Ingredient, Testing, Equipment **9%**
- Allied to the field **6%**

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The leading multichannel information platform to reach **59,000** Beauty and Personal Care Decision-makers.

Magazine Subscribers
 **30,400**

Website Visitors (Monthly Avg.)
 **71,700**
Registered Website Users: **36,700**

Daily Newsletter Subscribers
 **23,000**

Social Media Followers
 **105,600**

Dedicated E-blast Subscribers
 **37,000**

Beauty Accelerate Attendees
 **513**

Save the Date!
**BEAUTY
ACCELERATE** >>>
The Event Connecting Brand
Marketing and R&D Innovation
March 6-7, 2024

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

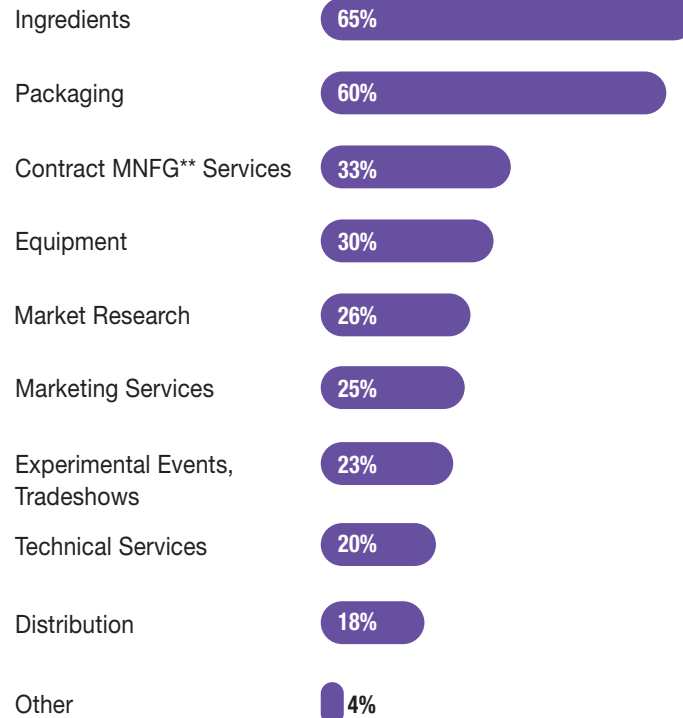
7% 50 – 99.9 Mil

14% 10 – 49.9 Mil

13% 1 – 9.9 Mil

27% Less than 1 Mil
(start-ups)

Products Purchased



**MNFG = Manufacturing

