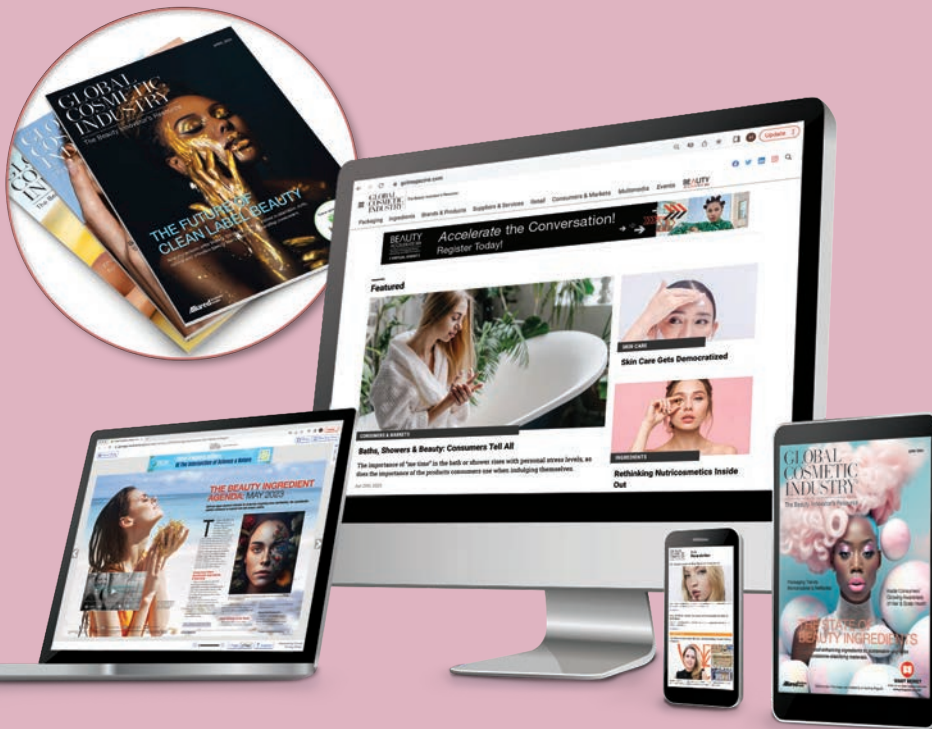


Global Cosmetic Industry – The Beauty Innovator's Resource



Beauty and personal care is more popular than ever, reaching everyone from emerging Gen Alpha consumers to boomers with changing needs as they age. The industry is charging ahead to meet the demands of these shoppers with a focus on efficacy, convenience, unique sensorial experiences, and safe and sustainable ingredients and packaging. Meanwhile, the state of technology is reshaping manufacturing, product development, marketing, distribution and much more.

For these reasons and more, 2025 is certain to be a year of unprecedented innovation, driven by brands and their supplier and manufacturing partners, who will be charged with delivering relevant breakthroughs for an ever-changing world. This year, it is our mission to deliver thoughtfully curated voices, data, insights and resources to inspire and support that innovation and connect brands with partners who can drive growth.

We hope you'll join us.

Jeb Gleason-Allured
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.

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 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.

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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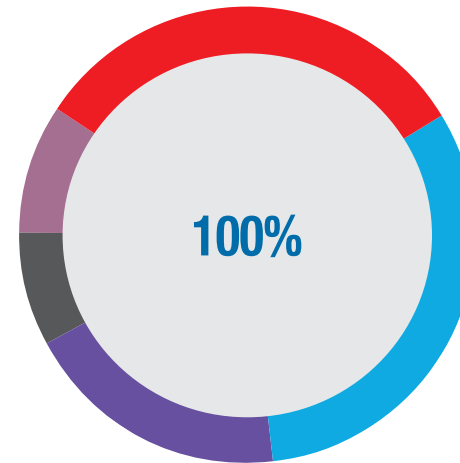
Subscribing Companies

Asutra	Dr. Squatch	L'Oréal
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

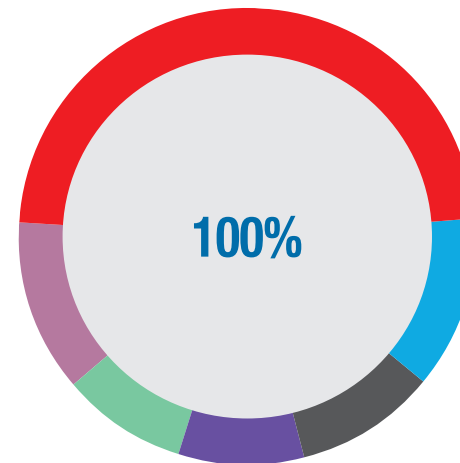
Brand & Product Development Manager	Director Marketing	Development
Brand Directors/Managers	Directors of Packaging Sourcing	Packaging Design Engineers
Category Development Manager	Directors of R&D	Purchasing Managers/Buying Director
CEOs/Owners/Presidents	Executive Directors	Senior Packaging Designers
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 **32%**
- Marketing/Brand Management/PR **32%**
- Research & Development **19%**
- Packaging/Design/Engineering/Manufacturing **8%**
- Allied to the Field **9%**



Primary Business Types

- Consumer Products Marketer/Manufacturer & Contract Manufacturer **48%**
- Consumer Packaging **12%**
- Retail **10%**
- Consultancy/Investment/Finance **9%**
- Suppliers: Ingredients, Equipment, Testing Services **9%**
- Allied to the Field **12%**

AUDIENCE HOW WE REACH THEM

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

Magazine Subscribers
 **30,000**

Website Visitors (Monthly Avg.)
 **65,000**
Registered Website Users: 40,600

Daily Newsletter Subscribers
 **23,000**

Social Media Followers
 **134,000**

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

Beauty Accelerate Attendees
 **353**

Save the Dates!
**BEAUTY
ACCELERATE >>>**
The Event Connecting Brand
Marketing and R&D Innovation
March 12-13, 2025

AUDIENCE PURCHASING POWER*

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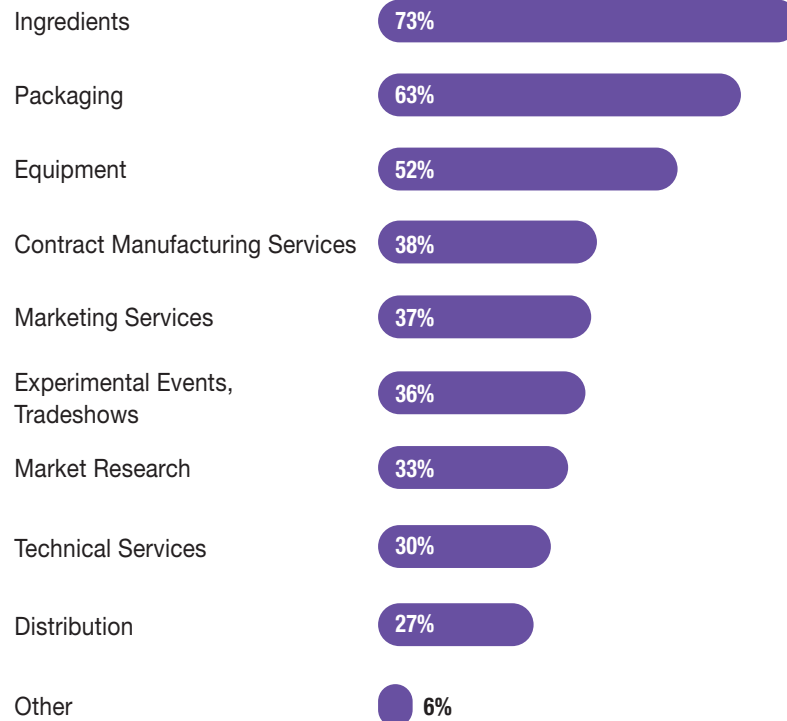
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Purchasing Power

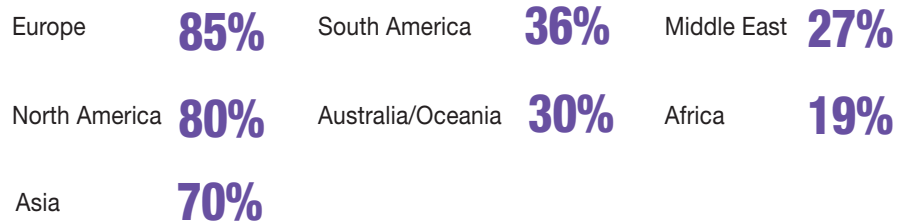
86%

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

