

# Amazon Assessment: Beauty Category 2021 YTD



After a record-breaking 2020 in which Beauty, Health, and Personal Care on Amazon increased 50% YoY—driven largely by the shift to ecommerce during the pandemic—the Beauty category on Amazon continues to be bright spot for the marketplace. **Beauty on Amazon is projected to grow another 32.2% in 2021, to \$30.6B** (second to Apparel and Accessories at 32.7% YoY). Leveraging the Amazon industry's best data through key partners, Stella Rising is closely following trends in Beauty for 2021.

As mask mandates lift, YTD lip makeup sales are experiencing strong growth of almost 200%; the segment is being driven by lip plumpers. Facial cleansers spiked in February, led by a CeraVe TikTok trend; overall, the segment is up 233% YoY. Despite salons opening back up, the Nail segment on Amazon remains strong with 125% growth YoY, led by gel nail polish.

We are excited to present fascinating key highlights from the top sub-categories in Beauty on Amazon for 2021 so far:

## 1. HAIRCARE



**YTD Revenue**  
**+102% YOY**

- \$183M in revenue and 34% of category market share from the top 10 brands, driven by MoroccanOil, Redken, and Oribe
- Top ASIN last month: BIOLAGE Colorlast Shampoo For Color-Treated Hair
- Hair dryer: the #4 search term in Beauty last month

## 2. SUNCARE

**YTD Revenue**  
**+75% YOY**

- \$111M in revenue and 67% of category market share from the top 10 brands, driven by Elta MD, Neutrogena, and Sun Bum
- Top ASIN last month: EltaMD UV Clear Facial Sunscreen Broad-Spectrum SPF 46



## 3. MOISTURIZERS

**YTD Revenue**  
**+64% YOY**

- \$95M in revenue and 42% of category market share from the top 10 brands, driven by Neutrogena, Olay, and EltaMD
- Top ASIN last month: EltaMD UV Daily Face Sunscreen Moisturizer



## 4. ORAL CARE

**YTD Revenue**  
**+87% YOY**

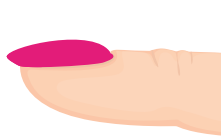
- \$86M in revenue and 72% of category market share from the top 10 brands, driven by Colgate, Crest, Hello
- Top ASIN last month: Colgate Optic White Overnight Teeth Whitening Pen
- Electric Toothbrush: #10 search term in the Beauty category last month



## 5. NAIL CARE

**YTD Revenue**  
**+125% YOY**

- \$68M in revenue and 62% of category market share from the top 10 brands, driven by Beetles Gel Polish, OPI, Gellen
- Top ASIN last month: Hard As Hoof Nail Strengthening Cream
- Gel nail polish: #3 search term in the Beauty category last month



## 6. EYES

**YTD Revenue**  
**+144% YOY**

- \$65M in revenue and 47% of category market share from the top 10 brands, driven by L'Oreal Paris, Essence Cosmetics, and Grande Cosmetics
- Top ASIN last month: Grande Cosmetics GrandeLASH-MD Lash Enhancing Serum
- Eyelashes: the #2 search term in the Beauty category last month



## 7. FRAGRANCE

**YTD Revenue**  
**+74% YOY**

- \$62M in revenue and 31% of category market share from the top 10 brands, driven by Versace, Giorgio Armani, and Ralph Lauren Fragrances
- Top ASIN last month: Nautica Voyage Eau de Toilette for Men



## 8. BODY WASH

**YTD Revenue**  
**+83% YOY**

- \$58M in revenue and 41% of category market share from the top 10 brands, driven by Dove, Dove Men + Care, and Puracy
- Top ASIN last month: Dove Purely Pampering Body Wash

## 9. FACIAL CLEANSERS

**YTD Revenue**  
**+233% YOY**

- \$44M in revenue and 39% of category market share from the top 10 brands, driven by Cetaphil, CeraVe, Neutrogena
- Top ASIN last month: CeraVe Hydrating Facial Cleanser
- Cerave: #7 search term in the Beauty category last month



## 10. LIP MAKEUP

**YTD Revenue**  
**+197% YOY**

- \$22M in revenue and 50% of category market share from the top 10 brands, driven by Maybelline New York, Revlon, NYX
- Top ASIN last month: NYX PROFESSIONAL MAKEUP Butter Gloss

