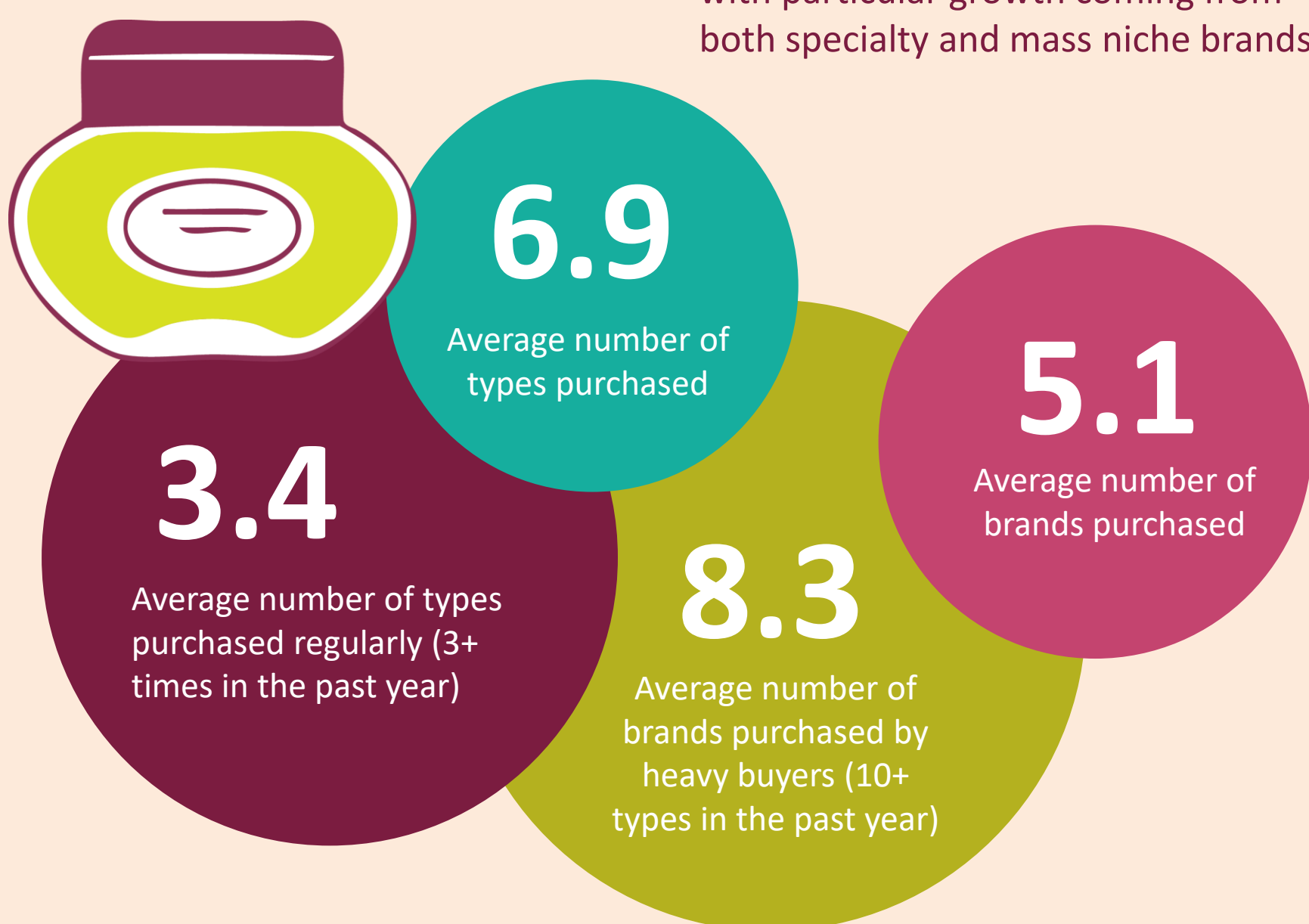


# So Many Cosmetics Brands

But shoppers are keeping up



Consumers continue to buy multiple cosmetics types and brands in 2016, with particular growth coming from both specialty and mass niche brands.



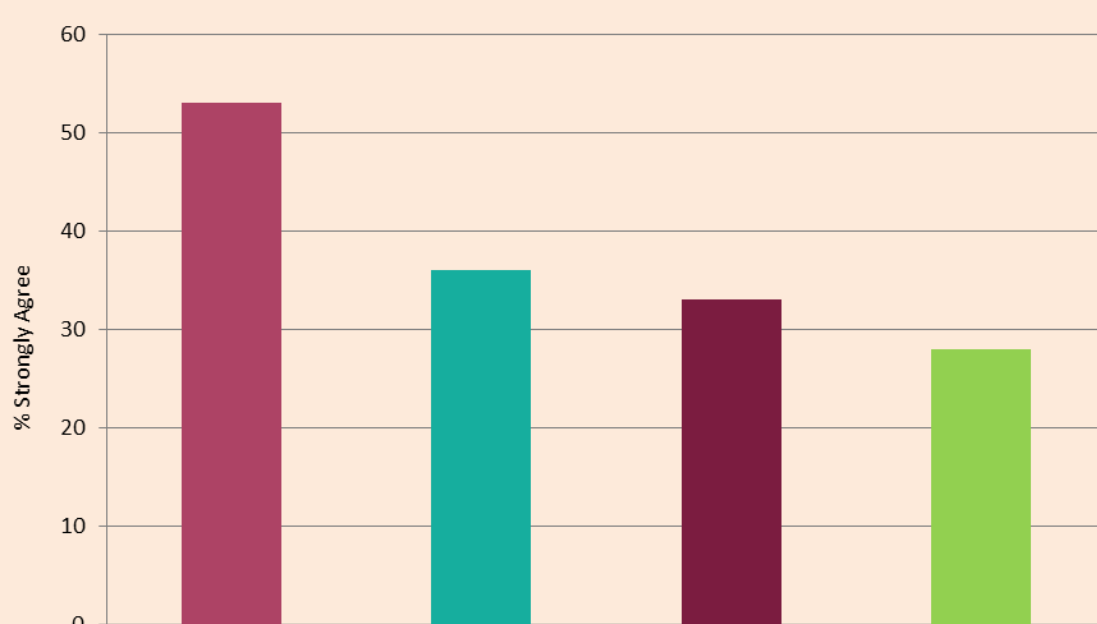
Walmart reversed declines from 2015, showing growth in 2016, driven by brand-specific assortment decisions.



**Deals Still Matter:** TABS asked about purchase behaviors. Category shoppers place a high value on shopping at retailers with good deals. They also enjoy spending time browsing brand and type selections.

- Like Stores with Good Deals
- Spend Time at Cosmetics Section
- Reviews Influenced Purchase Decision
- Research Before Trying

**Cosmetic & Beauty Attitudes**



**TABs Analytics**



For more information or custom studies, please contact us at:

[www.tabsanalytics.com](http://www.tabsanalytics.com) [webinar@tabsanalytics.com](mailto:webinar@tabsanalytics.com) (203) 925-9162

Source: TABS Analytics 2016 Beauty Study (includes both cosmetics and skincare.) 1,000 General Population Adults ages 18-75. "Cosmetics" defined as the following categories: Face: Foundation, Blush, Face Powder, Concealer, BB\_CC Cream, Bronzer, Highlighter; Eye: Mascara, Eye Liner, Eye Shadow, Eyebrow, Eye Lash; Nail: Nail Polish, Nail Treatment, Artificial Nails, Nail Kit; Lip: Lip Gloss, Lip Liner, Lipstick, and Gift Set. "Skincare" defined as the following categories: Face: Cleansers, Cleansing Wipes, Exfoliating Products, Moisturizers, Eye Serums, Acne Treatments, Other Face; Body: Body Moisturizers, Hand Moisturizers, Moisturizers with Self-Tanning, Products for Stretch Marks, Other Body.