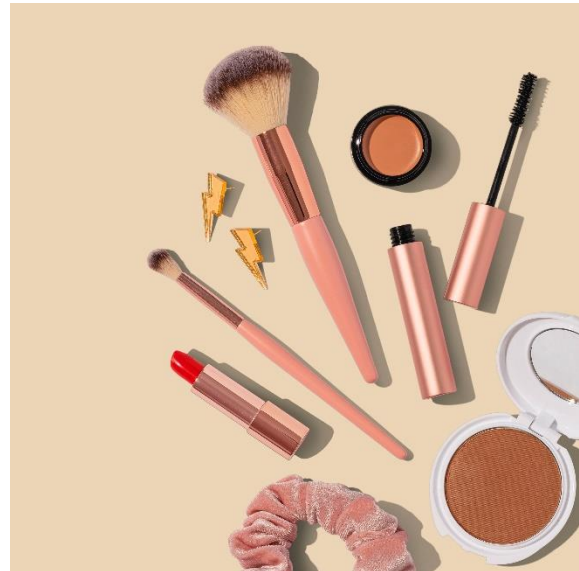


# Beauty e-commerce is Set to Explode

## Exploiting MDM

The beauty e-commerce industry is projected to reach \$700 billion by 2027. As a marketer, it is important to stay informed about the trends that are driving this growth and to implement strategies that will help your business capitalise on them.

One of the key trends in the beauty e-commerce industry is personalisation. Consumers are looking for products that are tailored to their specific needs and preferences. By mastering data and using AI-powered analytics, businesses can create personalised product recommendations and marketing campaigns for their customers, resulting in higher conversion rates and customer loyalty.



Influencer marketing is another important trend in the beauty e-commerce industry. AI can be used to identify and analyse influencer data to determine which influencers would be the best fit for a brand and its products. By leveraging influencers to reach new audiences and build brand trust, businesses can increase their visibility and reach in the market.

Another trend to consider is mobile optimisation. With more and more consumers shopping on their mobile devices, it is important for businesses to ensure that their e-commerce websites are mobile-friendly and easy to navigate.



Sustainability and ethical practices are becoming increasingly important in the beauty e-commerce industry. Consumers are becoming more conscious of the environmental and ethical impact of their purchases, so businesses can position their brand as sustainable and ethical to attract and retain customers.

Finally, skincare is becoming a major focus for beauty consumers, particularly those looking for products to address specific skin concerns such as acne or aging. Marketers can focus on developing and promoting skincare products to meet these needs.

The recent \$2.8bn Tom Ford acquisition by L'Oréal demonstrates just how important brands view this segment in their growth aspirations.

Data driven decisions at the brand ensure they know who to target, how, where and with confidence that the supply chain and regulatory requirements are met.

Incorporating ESG considerations into data management strategies can help beauty e-commerce businesses to meet consumer demand for sustainable and ethical products, comply with regulations, and attract investment.

Mastering data is essential for businesses looking to capitalise on the beauty e-commerce trend. It allows businesses to make informed decisions, improve customer experience, and gain a competitive edge in the market.

By understanding the trends driving the industry and implementing strategies to capitalise on them, businesses can position themselves for success in the rapidly growing beauty e-commerce market.

In summary, getting your data organised and accessible in a trusted format, is critical to success in this rapidly growing sector. If you are embarking on an MDM or data and analytics journey to secure your brands place in this important sector, get in touch, we'll share how we've done it for others in your market and how we can help.

Call 020 8090 2929 and speak to one of the team.



 Digital Data Consultancy

## MDM for Beauty e-commerce

In beauty e-commerce, brands can really grow by forecasting new trends and implementing strategies.

**Mastering data** is essential for businesses looking to capitalise on the beauty e-commerce trend. It helps you make more informed decisions, improve customer experience, and gain a competitive edge in the market.