

Beauty Category

Global Category Trends & Product Selections

In this guide, we will share with you all about the beauty category. From trends, to sales recommendations, features of products, suggestions on selections, and requirements required to sell in respective market segments. Finally, we will also share with you the experience of some successful sellers.

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1 Overview of Overseas Market Segments for the Beauty Category

1.1 Consumer Profile

Consumer group:

US

- The consumer group for personal care and cosmetic products covers woman between the age of 18 to 44 across all income. In addition, demand by male shoppers has also shown a rising trend, especially for products which meet men's needs and user habit, such as beard-care products.
- There is a wide range of products in personal health, beauty and cosmetics category. They include perfume, cosmetics, hair care, sunscreen, shower, manicure and hair remover and shavers. Skin care products in particular have a high penetration rate with shoppers regularly and repeatedly using them.
- Both hair care and skin care products constitute an important share of consumption in the US. Products like soap, toothpaste, shower gel and conditioners enjoy relatively high repeat-purchase rate. They also have significant sales volume. Such products are essential for regular American families, regardless of age and gender.
- In terms of market segments, men's products and aromatherapy oils (or products incorporating such concept) have a sizable market share, while hair dyes (especially plant-based natural dyes) are extremely popular.
- For American shoppers of beauty and cosmetic products, gift packs are regularly purchased during promotions, special sales and discounts.

Sources:

1. [Health, Personal Care & Beauty Retail Sales US 2020-2024, EMarketer, 2020](#)

Europe

- European shoppers of beauty and cosmetic products are rather similar to their American counterpart in terms of consumer groups and shopping habit. Shopping of such products is particularly strong during festive seasons.
- Take the UK for example. 40% of its shoppers will shop for hair care, beauty and cosmetic products during Christmas¹, and despite the COVID-19 pandemic, 13% and 11% of shoppers respectively have said they would increase their spending on personal care products and beauty and cosmetic products², showing a continuously-growing consumer demand.

Japan

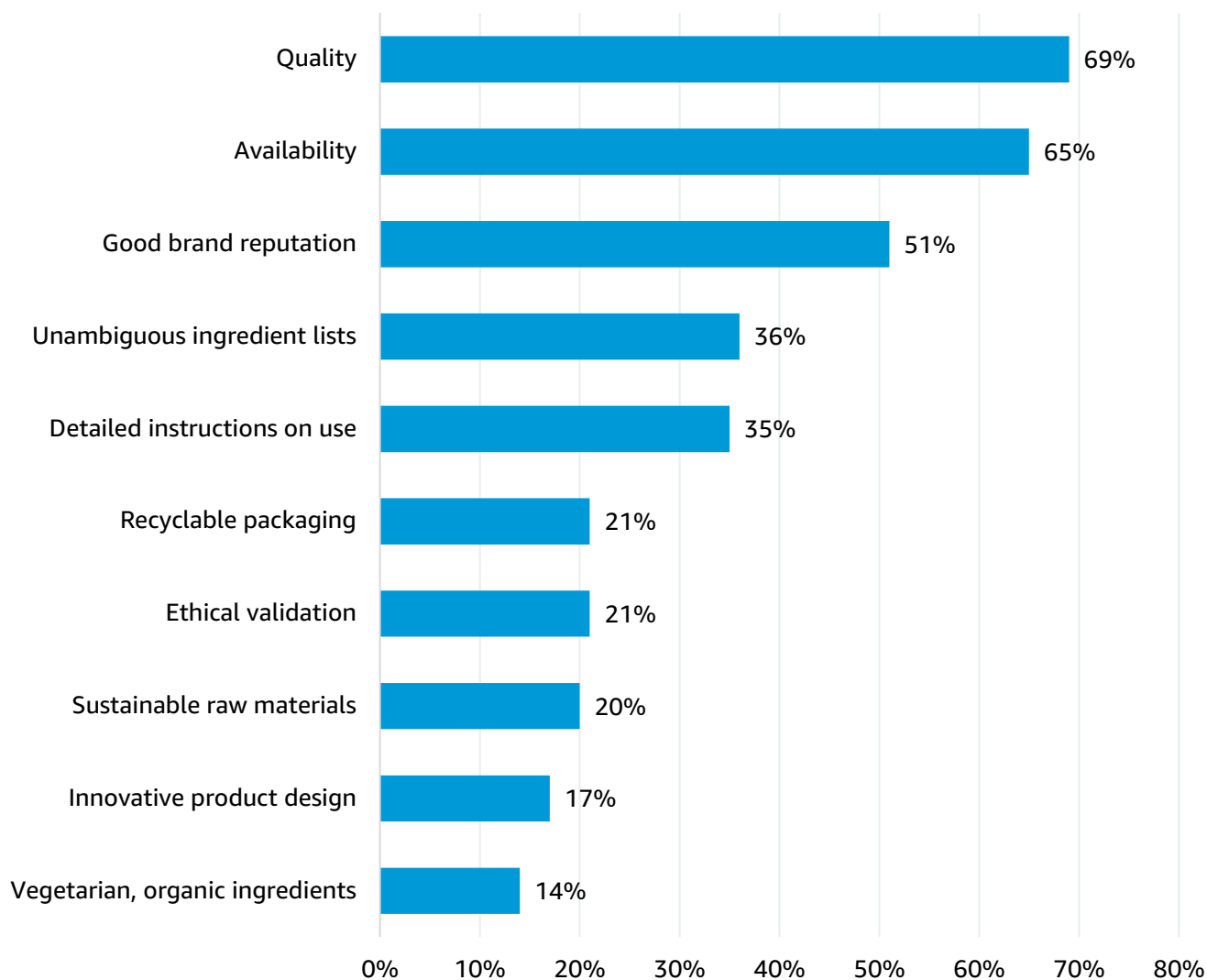
- Japanese women pay an extraordinary amount of attention to their personal image, and would often leave home only after having put on full makeup. This involves application of liquid cream, essence, sunscreen, foundation, loose powder, cosmetic contact lenses, eyeshadow, eyeliner, aegyo-sal, mascara, fake eyelashes, double eyelid stickers, highlight, blush, lipstick and fingernail polish, with styled hair and appropriate clothing and accessories. Apart from cosmetics, Japanese women are also particular about personal maintenance and hygiene. As such cosmetic tools and washing items are also very popular fast-moving consumer goods.
- The majority of Japanese companies pay out employee bonuses in July and December each year. Therefore, both months are peak sales season for e-commerce Sellers.
- In addition, festive holidays in Japan are also peak periods for sales, albeit at a lower volume. In any case, Sellers with Japan Store can pay additional attention to such holidays.

Sources:

1. [Product Categories Purchased Christmas by UK Adults with All Credit Types VS Buy Now Pay Later, Jan 2020, EMarketer, 2020](#)
2. [Coronavirus Impact Which Items Will UK Internet Users More Likely Order Digitally After Pandemic Ends of Respondents April 2020, EMarketer, 2020](#)

1.2 Beauty Product Trends

Main Factors to Note for British/American Beauty and Cosmetic Product Buyers (December 2019)¹



*Remarks: Consumers aged 16-64 years who have made purchases on beauty and cosmetic products during the past month

Sources:

1. GlobalWebIndex, "The Beauty Industry," January 30, 2020

US

- The six major factors being considered by American consumers when shopping for beauty and cosmetic products are: quality, value-for-money, good brand reputation, clear ingredient list, clear instructions and sustainable packaging.
- Nowadays there are new demands by consumers on beauty and cosmetic products. They include whether the products contain vitamins or supplements (for example those with effect for dieting, clean skin and dense hair volume), whether there are valid tests for skin care products, whether there are plant ingredients, online retail, personalized recommendations on products, and easy-to-carry makeup products.
- Influencer marketing by celebrities and Internet celebrities is gaining prominence, as social media such as Instagram, Facebook and Snapchat gradually influencing shopping decisions of younger female consumers.

Europe

- Pay as much attention to the products' quality, price, brand reputation and ingredients. On top of that, they are also conscious of the products' instructions for use, packaging materials and design and organic certification of products.
- In terms of their expectations for the products, British consumers also hope to see products with a greater number of functions, such as products relating to dieting and those that are healthy and good for the body.
- In the case of skin care products, British consumers hope to see genuine and effective certification and tests which can prove the products' effect.
- Consumers in the UK prefer products of plant-based ingredients.
- Customizable products and traveling packs are also welcomed.

Japan

- An increasingly diversified lifestyle in recent years has caused consumers to be more inclined to purchase products that are healthy, safe and ethical. There is therefore greater interest on organic products or those with natural ingredients. Japan is the second largest cosmetic product market in the Asia Pacific. Its consumers now choose their products based on whether they have “natural”, “organic” or “additive-free” formula and whether they have less artificial composition. More and more Japanese consumers now see cosmetic products as an integral part of achieving all-round physical and emotional health.

1.3 Suggestions for New Sellers



Product Safety and Compliance

To sell personal health and beauty and cosmetic products in a target market, one must first of all comply with relevant laws and regulations and possess the required qualifications, and certification. Take beauty and cosmetics products as examples:

- In the U.S., the main regulatory body is FDA, and Voluntary Cosmetic Registration Program (VCRP) is a resource registration program for cosmetics;
- In the EU, one must comply with relevant CE certification and complete CPNP registration;
- In Japan, one must comply with relevant regulations of the Japanese Ministry of Health.



Value the Power of Brand

European, American and Japanese consumers pay attention to the quality, safety, product reviews and customer reviews especially for cosmetic and skin care products. They also take the skincare brands into consideration. In fact, consumers show an extraordinary degree of loyalty to their preferred brands. In other words, for Sellers who wish to achieve success in such product categories, they must devote a great deal of attention and effort towards brand-building, as well as actively engage in dissemination of brand information and building communication channels with consumers. Amazon's tools like brand flagship stores, brand advertisements and Amazon Live are important means to help Sellers build brand image and achieve sales conversion. In addition, introduction of off-site advertisements is also important to improve brand awareness.



Create Differentiated Products

Unlike Japan, European and American consumers are made up of many different ethnic groups. Take beauty and cosmetic products for example:

- Products targeted at European and American consumers of African descent such as primer, concealer and hair comb need to be differentiated in terms of color and functions, based on different skin color and hair texture.
- Another example is the habit of some European and American men to keep a beard. Thus, beard care product is an essential item for them.



Ingredients and Materials

Natural, organic plant-based raw materials are increasingly popular among consumers. In addition, consumers nowadays prefer to learn about the functions of products through their test reports.

2 Recommendations for Popular Beauty Products

2.1 Popular Beauty Product Sub-categories and Operating Tips

Skin Care and Primer

- Essence for facial use
- Face wash
- Makeup remover
- Facial cleansing mask
- Facial machines
- Eye cream

Makeup Products

- Eyelash treatment solution
- Eye primer
- Double eyelid sticker
- Fake eyelashes

Manicure, Hand, and Foot Care Products

- Nail polish/gel
- Acrylic nail products
- Nail patches
- Manicure finishing gel
- Nail polish removing products
- Toe separator
- Nail brush
- Nail clippers
- Exfoliating scrub

Bathing Products

- Soap and bath ball
- Shower brush
- Bath sponge
- Body puff and bath glove
- Bathing tools/accessories
- Cosmetic mirror and bathroom mirror

Hair Care Products

- Conditioner and essence
- Hair grooming product

Men's Products

- Beard conditioner
- Comb

2.1 Skin Care and Primers

Skin care and primers include facial or body skin care products, primers, beauty appliances and beauty tools.

Bestsellers differ according to consumption habits in each country. For example Japanese consumers are more inclined towards the use of beauty appliances, whereas European and American consumers prefer skin care products with simple ingredients, obvious effect and austere packaging.

In addition to products for use on the face or body, skin care products for eyes, lips and eyelashes are also popular.

In recent years there is greater concern on environmental protection and animal rights. There is greater objection towards the use of animals in experiments conducted by cosmetic companies. Nowadays, an important factor for consumers (in particular those in Europe and America) is labels on products which “reject experiments on animals”.

Serum for Facial Use

Best sellers: Whitening essence, moisturizing essence

Consumer's focus:

- Different product effects such as whitening and freckle-removing, anti-wrinkle and moisturizing
- Highlight effective ingredients such as Vitamin C, hyaluronic acid, argireline, nicotinamide and alpha hydroxy acids (AHA) have gained increasing attention in recent years.
- Products with natural ingredients like avocado extracts, marigold extracts and aloe vera extracts are also widely popular among consumers.
- In terms of packaging, European and American consumers prefer austere, environmentally-friendly packaging.

Usage scenario: Generally used together with toner and facial cream during skin care for better effect according to individual needs.

Best-selling months: Year-round

Price range: \$10-100

Best-selling Stores: US, Europe



Face Wash

Best sellers: Face cream, cleansing cream and facial treatment cleanser set

Consumer's focus:

- Consumers pay the greatest attention to the product's functions.
- In addition to basic cleansing function, they also want to know whether the product has functions like removal of freckles, skin moisturizing, whitening and skin repair.
- Some consumers have special needs for treatment of oily or sensitive skin.

Usage scenario: Typically used for facial cleaning in the morning and at night, they are the first step for skin care.

Best-selling months: Year-round

Price range: \$10-25

Best-selling Stores: Japan, US, Europe



Makeup Remover

Best sellers: Makeup removers, makeup removing oil, makeup removing wet tissue and makeup removing towels

Consumer's focus:

- For makeup removal products in liquid form or containing liquid, including makeup removing tissues, the main concern for consumers is their cleaning and makeup removal effect. Other concerns include whether such products can remove waterproof makeup such as eyelash cream, whether they can be washed clean, if they can help remove blackheads, and if they can be used on sensitive skin.
- As for makeup removing towels and sponge, apart from makeup removal effect, consumers are also concerned with whether they are environmentally-friendly and whether they are easy and comfortable to use.

Usage scenario: Typically used for removing makeup during daily normal facial cleaning

Best-selling months: Year-round

Price range: \$5-30

Best-selling Stores: US, Europe



Facial Cleansing Mask

Best sellers: Washable facial mask, peel-off facial mask, paper facial mask and facial mask sets.

Consumer's focus:

- Consumers wish to have immediate and obvious effect after using facial masks.
- The mask's functions are mainly replenishing, whitening, anti-wrinkles, repairing sunburn and healing reddish skin patches.
- Products with natural and organic composition have long been popular among consumers, with addition of unique, innovative liquid composition being especially appealing towards consumers, prompting them to consistently buy such products. Examples include facial masks with low-concentration AHA and those with 24K gold. They are very popular in recent years.

Usage scenario: Typically used after cleaning the face, and quickly relieve skin discomfort after use as well as reinforce skin care

Best-selling months: Year-round

Price range: \$5-20

Best-selling Stores: Japan, US, Europe



Facial Machines

Best sellers: Electric facial massager and facial phototherapy device

Consumer's focus:

- Comfort, ease of power-charging, waterproof, quietness and convenience when carrying are some of the main factors for consumers
- Consumers care more about effect and comfort during use. The ball's rolling speed should not be too fast or the facial skin might be pinched
- In Japan men also buy beauty instruments. As such one can design the product's packaging for men and women separately so as to distinguish them
- Metallic casing gives the product a premium look. Sellers can therefore upgrade their packaging design to enhance the product's look and shopping experience

Usage scenario: For use by women during makeup, by office workers to relieve pressure by massaging the face, and by postnatal mothers to reduce bloating by massaging their face and arms.

Best-selling months: Year-round

Price range: \$30-40

Best-selling Stores: Japan



Eye Cream

Best sellers: Eye cream, eye essence

Consumer's focus:

- The primary consideration for consumers is its functionality. In addition to emphasis on anti-aging and anti-wrinkles, other effects like improvement of dullness and whitening are also factors considered by consumers
- It can be applied by hand or with massaging head. Depending on the skin type of customers, it can be in the form of cream or lotion

Usage scenario: Reinforces eye care during skin care process

Best-selling months: Year-round

Price range: \$10-100 (prices can vary significantly depending on function)

Best-selling Stores: Japan, US, Europe



2.2 Beauty and Cosmetics

Beauty and cosmetic products are indispensable for people who take their look seriously, and they sell very well all over the world. Consumers in US, Europe and Japan are particularly fond of cosmetic products for the eyes.

Eyelash Treatment Solution

Best sellers: Eyelash growth solutions, care serums, primer creams etc.

Consumer's focus: Effect (whether eyelashes show notable growth), whether its composition is healthy and not irritating.

Usage scenario: Moisturizes and fosters growth of eyelashes. Typically applies to consumers with short or sparse eyelashes. The product can also act as foundation and enhances eye makeup effect if used before application of eyelash cream.

Best-selling months: Year-round

Price range: \$5-30

Best-selling Stores: US, Europe



Eye Primer

Best sellers: Eye makeup primers/cream, concealers etc.

Consumer's focus:

- Smooth and moisturizing sensation, concealment effect and sustainability of makeup, reasonable price
- Another thing to be noted is the diversity of consumers in Europe and America and their different demands for product colors. For example, consumers of African descent tend to choose products with deep color

Usage scenario: Use before eye makeup to moisturize the eyes, conceal marks, and reinforce and maintain eye makeup

Best-selling months: Year-round

Price range: \$5-30

Best-selling Stores: US, Europe



Double Eyelid Sticker

Best sellers: Double eyelid sticker sets and tools etc.

Consumer's focus: Duration of sticker and whether effect is obvious, natural look, comfort and waterproof property.

Usage scenario: Many Japanese women do not have double eyelids. They are used to putting double eyelid sticker during makeup

Best-selling months: Year-round

Price range: \$5-8

Best-selling Stores: Japan



Fake Eyelashes

Best sellers: False eyelash sets, false eyelash gel etc.

Consumer's focus:

- Texture (softness, fitting), whether eyelashes are cotton strings or transparent, not heavy so they will not drag eyelids, authentic sheen
- Consumers have different requirements for eyelashes' thickness and denseness depending on the occasion. A set of eyelashes with different thickness, length and denseness in an attractive box can attract consumers' attention
- False eyelashes that can be repeatedly applied are also very important. Sometimes false eyelashes may be tainted by heavy makeup, so consumers may be more willing to shop repeatedly or in larger quantities for soft, comfortable, light, realistic and relatively affordable false eyelashes

Usage scenario: Japanese homemakers and office workers like to have a natural look for their eyelashes, while party goers prefer thick and dense eyelashes. Eyelash makeup is an important part of Japanese women's makeup routine

Best-selling months: Year-round

Price range: \$13-15

Best-selling Stores: Japan



2.3 Nail, Hand, and Foot Care Products

Most of consumers have been forced to stay at home because of the global pandemic. However, it does not affect their desire to look attractive. Interestingly enough, nail products saw explosive growth during the pandemic, a phenomenon akin to the “lipstick effect”.

As nail salons are forced to temporarily shut down, consumers took to shopping for nail tools and materials. DIY manicure became a form of home entertainment.

Nail Polish/Gel

Best sellers: Nail polish/gel sets, children's nail polish etc.

Consumer's focus:

- The most important product features for consumers are color and style. Both need to be constantly updated according to the season. For example, in summer the colors would be cheerful and light, whereas in winter they tend to be darker in shade. Both follow the latest trends closely.
- Other major points of interest are the durability of materials and color and the speed at which colors dry up
- Consumers often prefer non-irritating items with pleasant aroma. Nails for children, in particular, must be made of non-toxic materials

Usage scenario: Used to beautify nails with rich array of colors and styles. Some products are used during nail phototherapy

Best-selling months: Year-round

Price range: \$2-10 for single piece, \$20-60 for set

Best-selling Stores: US, Europe



Acrylic Nail Products

Best sellers: Acrylic powder, crystal acrylic powder, acrylic nail sets etc.

Consumer's focus: Easy to use; dries quickly; style is strong and durable; capable of supporting a wide range of styles; Sellers launch products via video and menu is updated from time to time to enhance customer satisfaction and loyalty as well as repeat purchase rate

Usage scenario: Used as nail base gel or top coat, it comes in liquid or powder form and has gained popularity only recently. Compared with traditional nail polish and gel, acrylic nail has the advantages of quick drying and ease of styling and is non-toxic

Best-selling months: Year-round

Price range: \$10-14

Best-selling Stores: US, Europe



Nail Patches

Consumer's focus:

- Adhesiveness and waterproof properties are extremely important (so that it will not drop off after washing the hand or due to typing in office)
- Wide choice of styles, colors and patterns, attractive packaging and ease of storage
- Robust and durable so that it can be used repeatedly

Usage scenario: Style differs according to the occasion; nail patches can be used conveniently to provide a wide range of styles

Best-selling months: Year-round

Price range: \$15-40

Best-selling Stores: Japan, US, Europe



Manicure Finishing Gel

Best sellers: Top coat, top coat sets

Consumer's focus:

- Dries quickly, long-lasting effect and does not drop off easily
- Style and effect such as glossy or matte surface or those with sequin look

Usage scenario: Used during manicure and is usually the last step to set the style and reinforce effect. It protects the nail and materials from damage and makes them more long-lasting

Best-selling months: Year-round

Price range: \$5-10

Best-selling Stores: US, Europe



Nail Polish Removing Products

Best sellers: Nail polish removal liquid, nail polish removal cotton and tools

Consumer's focus:

- First and foremost is whether it can quickly and thoroughly remove nail polish
- This is followed by product composition. For example whether it contains propanol. Products added with skin care ingredients like Vitamin E are also popular among consumers
- In addition, the odor of nail polish removal liquid is an important matter relating to customer satisfaction. Products with irritating odor are often regarded by consumers as possibly toxic

Usage scenario: Removes nail polish materials on nails, and is often used during nail-cleaning process

Best-selling months: Year-round

Price range: \$5-12

Best-selling Stores: US, Europe



Toe Separator

Best sellers: Toe separator, individually and sets

Consumer's focus: Effect, whether it can keep toes in place firmly, reasonable price

Usage scenario: Used during pedicure work, or for relieving foot pain. Some products help protect and correct the feet to avoid injury from activity and bunion. Its materials are typically plastic, silicon gel and foam cotton

Best-selling months: Year-round

Price range: \$5-30

Best-selling Stores: US, Europe



Nail Brush

Best sellers: Wooden nail brush, nail polish brush, nail brush sets

Consumer's focus: Ease of use, material (wood or plastic), effectiveness (whether it can be cleaned or whether the nail polish products can be applied easily with it)

Usage scenario: Used during cleaning of hand and nails, or application of nail polish and gel during manicure. It comes in an assortment of sizes and is often used in sets

Best-selling months: Year-round

Price range: \$5-20

Best-selling Stores: US, Europe



Nail Clippers

Best sellers: Nail clipper set

Consumer's focus:

- Ergonomic design, slip-proof, easy to use
- Materials are durable and not prone to rust
- Comes in boxes for ease of storage
- Reasonable price

Usage scenario: Used during normal maintenance of the hand or during manicure

Best-selling months: Year-round

Price range: \$3-15

Best-selling Stores: US, Europe



Exfoliating Scrub

Best sellers: Cuticle nipper, electric pedicures and accessories

Consumer's focus:

- Can quickly and effectively remove dead skin
- Easy to use, comfortable and does not hurt the skin
- Some products that are used during pedicure, in particular electric ones, need to be waterproof

Usage scenario: Used to remove dead skin on the hand or foot. If used on the hand, they are typically cuticle nipper or pushers, and are used before manicure. If used on the foot, they are pedicure file and electric pedicure device

Best-selling months: Year-round

Price range: \$5-20 for non-electric items, \$15-50 for electric items

Best-selling Stores: US, Europe



2.4 Bath and Shower Products

Like manicure products, bath and shower products are also major growth areas during the pandemic. People pay greater attention to their personal hygiene, and as such products relating to bath and shower receive close attention.

Such products include cleaning agents like soap, shampoo and shower gel. They also include bath and shower tools and accessories like bath sponge, bath balls and even pillows used during foam bath. The products give consumers a more pleasant bathroom environment.

Soap and Bath Balls

Consumer's focus: In addition to their basic functions, an increasing number of consumers are more interested in their “look”. Elegant, expensive-looking packaging and rich combination of pleasant colors with fragrance to match their appearance tend to bring a sense of happiness. As such consumers nowadays are willing to spend more money buying them.

Usage scenario: Used during bath (including shower)

Best-selling months: Year-round

Price range: \$5-20

Best-selling Stores: Japan, US, Europe



Shower Brush

Best sellers: Shower brush, scrubbing towel, back scrubber

Consumer's focus:

- Acceptable design and ease-of-use, with long handle or grip for convenient access
- The brush should have appropriate size and the hair should feel soft and comfortable.
- Brushes need to be regularly replaced as dirt builds up among the brush hair. If one could develop a type of product with replaceable brush head, such product may well raise consumers' repeat-purchase rate

Usage scenario: Used during bath or shower on out-of-reach places on the body. They clean the skin, remove dead skin, calluses, and make the skin feel smooth and shiny. Some products are equipped with upgraded functions such as massaging of cellulite and helping to move fat

Best-selling months: Year-round, in particular during spring and summer

Price range: \$10-15

Best-selling Stores: Japan, US, Europe



Bathing Cotton

Best sellers: Bath sponge, bath gloves

Consumer's focus:

- As sponge is a fast-moving consumer goods, consumers tend to be more interested in whether its price matches with its durability and material quality. They are looking for “value-for-money”
- Comfort when using such item is another important issue for consumers
- Apart from the above, products using natural materials like towel gourd fibers are popular among consumers

Usage scenario: Used together with other bath and shower items

Best-selling months: Year-round, in particular during summer

Price range: \$7-15

Best-selling Stores: US, Europe



Bath Puff and Scrubbing Towel

Best sellers: Scrubbing towel, bath puff combination sets

Consumer's focus:

- Comfortable, adequate scrubbing strength; clean the skin, remove dead skin without causing discomfort
- Durable, reasonable price, easy to store
- In addition, products added with ingredients which reinforce cleaning or with skin care function such as carbon powder are popular among consumers

Usage scenario: Used together with other bath and shower items

Best-selling months: Year-round, in particular during summer

Price range: \$5-15

Best-selling Stores: US, Europe



Bathing Tools/Accessories

Best sellers: Bath pillow, bath cap, hair towel

Consumer's focus: Functions, reasonable price

Usage scenario: For use during bath

Best-selling months: Year-round

Price range: \$8-30

Best-selling Stores: US, Europe



Makeup Mirror and Bathroom Mirror

Best sellers: Makeup mirror with LED light, traveling or small makeup mirror, bathroom mirror

Consumer's focus:

- Size of the mirror, whether facial details such as eyes can be magnified
- Makeup mirror with LED light is highly popular. Consumers are more interested in whether lighting is soft, whether battery is long-lasting and whether replacement is easy
- Mirrors placed in the bathroom are usually foldable and can be adjusted in multiple angles

Usage scenario: Placed on table or in the bathroom for use during makeup

Best-selling months: Year-round

Price range: \$5-15

Best-selling Stores: US, Europe



2.5 Hair Care Products

Many hairdressing salons were forced to close during the pandemic. Thus, like DIY manicure, DIY hairdressing became a fashionable trend.

Conditioner and Essence

Best sellers: Conditioner, hair gel, conditioner essence set

Consumer's focus:

- Effect, whether gives hair its sheen after use
- Long-lasting fragrance
- Large capacity, reasonable price
- Healthy, natural composition, does not contain ingredients considered harmful to the hair like silicon oil
- Supplementary effects like hair repair and causing the hair to be less brittle

Usage scenario: Used in conjunction with shampoo. Conditioner essence can also be used during normal hairstyling

Best-selling months: Year-round

Price range: \$10-25

Best-selling Stores: US, Europe



Hair Grooming Product

Best sellers: Hair comb, hair softener

Consumer's focus:

- Can be used on both dry and wet hair, reduces frizzy hair look
- Products with natural contents and containing no silicon oil or preservatives are increasingly popular among consumers
- Products added with ingredients like Vitamin E and possessing hair protection functions are also popular

Usage scenario: Used during hair wash, hairdrying or styling, reduces build-up of static electricity and makes the hair look smooth

Best-selling months: Year-round

Price range: \$5-30

Best-selling Stores: US, Europe



2.6 Men's Products

Men need to have good-looking hair as much as women!

In Europe and America, having a beard is seen by many to be a way of demonstrating a man's appeal. Like one's hair, one's beard needs daily cleaning and care. This means that there are all types of beard-care products. Let us see what they are.

Beard Conditioner

Best sellers: Beard cream, beard oil, beard care set

Consumer's focus:

- Effect, whether it can make the beard look smooth, shiny and soft
- Bacteria can grow in beards and cause them to have foul smell. Therefore another important factor to consider is whether the product has long-lasting effect with pleasant fragrance for good measure.

Usage scenario: Used for men's beard care

Best-selling months: Year-round

Price range: \$5-20

Best-selling Stores: US, Europe



Comb

Best sellers: Beard comb, brush and scissors

Consumer's focus:

- Light, robust and durable, easy to carry, combs can be used on hair or beard of various thickness and will not hook or cause beard to be tied in knots
- Consumers typically like to purchase items in sets

Usage scenario: Used for men's beard care

Best-selling months: Year-round

Price range: \$10-50

Best-selling Stores: US, Europe



3 Compliance Certification for Beauty Products

US:

FDA and VCRP Registration

Many products in our recommended selections come under cosmetics. Sellers will be interested to know:

- Do my products need FDA certification in advance?
- Should test samples of my products be sent to experts for evaluation before exporting them?
- Does my factory need to be inspected by FDA officials so that I can export my products only after it has passed their review?

The reality is not so. FDA emphasizes post-launch regulation. There are only certain categories of products that need “pre-launch approval”. All products need to be registered with FDA. Until now, FDA requirements for cosmetics are all voluntary.

One can access online account through Voluntary Cosmetic Registration Program (VCRP), and store information on registration and products, as well as accept updated information from FDA. If a company wishes to sell products on the U.S. Amazon, it needs to be registered with FDA. Likewise a product also needs to be registered with FDA before it is eligible as a listing.

If your product is sold in California, you will also need to provide a California Safe Cosmetics Reporting certificate. Under the California Safe Cosmetics Act, cosmetics companies are required to declare whether their products contain carcinogenic ingredients or pose reproductive hazard.

Over-the-Counter (OTC)

- Most people tend to think that they have nothing much to do with Over-the-Counter (OTC) drugs, since they are only selling cosmetics. In reality, whether a product is deemed and claims OTC drug depends on its expected usage.
- Take facial wash cream for example. If it possesses only cleansing function it can be claimed to be a cosmetic item. However, if it is also claimed to be capable of treating acne, it will be designated an OTC drug and must satisfy relevant requirements.
- FDA mainly uses “expected usage” of a product to classify it, and “expected usage” is often determined by the product’s description and ingredients. Sunscreen, hair restorer, certain types of shampoo and anti-aging facial cream all fall under OTC. The product’s label, promotional pamphlet and advertisements can all be used to determine its “expected usage”. They are under OTC band.
- Registration is compulsory for both manufacturers and importers. Anyone can inquire on FDA website whether products sold by him are OTC drug.

Cosmetics Label

In addition to registration, you will need to ensure that your product label is compliant with FDA requirements.

- Cosmetic labels should comply with Fair Packaging and Labeling Act (FLPA) and other applicable regulations.
- FDA approval is mandatory for pigments in cosmetics. Furthermore the ingredients in cosmetics products must be safe.
- A label needs to have the following information: Product description, net content, instructions for safe use, warning, composition, name and address of manufacturer, distributor or packaging vendor, and place of origin.

Europe:

Compliance Requirements

- Before listing cosmetic-related products for sale in Europe, a Seller must complete registration at Cosmetic Products Notification Portal (CPNP) before being allowed to sell. For more information on CPNP, please [click here](#);
- For Europe, greater attention should be given to DoC (Declaration of Conformity) under EU Directive 2002/46/EC, pursuant to EUR-Lex.

Japan:

Compliance Requirements

- Labels must be in Japanese language for cosmetics sold in Japan. Cosmetics sales permit is required for cosmetics like eyeshadow, nail polish, toner and facial cream to be sold in Japan Store.
- Application for registration with the Ministry of Health can be made through Japanese service providers. Sellers may be asked at any time to provide permit/registration number to confirm their cosmetics are compliant with regulations.

General Compliance Requirements:

Requirements applicable to all three Stores: Cosmetics in liquid or powder form must be accompanied by SDS (Safety Data Sheet) for use in safe transportation review and Amazon Logistics review.

FBA Dangerous Goods Program (Hazmat):**Hazmat**

- Nail gel, nail polish and skin care items are often deemed dangerous goods Amazon needs to collect information on restricted dangerous goods or products that may contain hazardous chemicals in order to prevent any safety incident during treatment, storage or transportation of such products. This point is very important. Sellers can inquire on Seller Central as to whether their products are dangerous goods, as well as whether they may be covered under other dangerous goods eligible for sale on Amazon.
- Amazon helps Sellers sell products classified as dangerous goods through fulfillment centers under Hazmat program. New Sellers are put on a wait list when they apply through Seller Central. Alternatively you can contact your Account Manager.
- Amazon may need Sellers who list dangerous goods to provide SDS (Safety Data Sheet) or statement of composition, in order to enable us to safely store and fulfill their products. Sellers should promptly provide such information upon receiving Amazon's request so as not to disrupt sales.

4 Experiences of Successful Beauty Product Sellers



Seller: Mai

Product type: Manicure products

Store: US

Highlight: 2020 Q1 sales exceeded total sales revenue in 2019, with a monthly growth rate of more than 100%

“To be successful on Amazon one must first know what not to do, Focus on products value and keep operation light and nimble.”

1. Do not trust your feeling when selling on Internet. Use data to validate your view.

We were relatively early starter on Amazon - we went online in 2016 - but at that time we were not really selling what customers wanted. Ultimately we found out that consumers were not receptive to our products. It was not until May 2019 when we truly formed a team to handle online sales.

First and foremost, **believe in big data.**

- There are three essential factors for cosmetics: color, quality and model.
- Color is the dominant factor. In particular, rely on support of big data. Use data to list the strengths and shortcomings of products.

Secondly, **cosmetic products need to closely - but not blindly - follow the trends.**

- You need to accept information on the industry. You must have information that comes from Amazon website, overseas social media, local European and American magazines - these cannot be overlooked - and that is not any less than that in the hands of consumers.
- That said, you cannot follow trends blindly. This is simply because data are always likely to be retrospective. You need to independently make a judgment.

Lastly, **do not perform review abuse!**

- Our core tenet is product value. Review abuse are extremely harmful, as data from market feedback are sometimes distorted.
- Taking only genuine orders forces us to pay greater attention to the aspects of the product we need to improve on.

We have set a few principles for initiatives on new categories. First of all, we will select competitive markets since demand there is extremely high. Secondly, our supply chain needs to be stable. We need to find factories which are familiar with working with the Internet.

2. It is not enough to rely on data. To attract consumers we also need to focus on experience.

Compared with data, we are more interested in customer experience. Customers need to experience the product in order for them to provide feedback on things like color tone and saturation, so that we can improve them.

- We encourage all our employees, in particular new employees, to recommend selections, even for those products that we think are performing well. This allows us to learn from experience, and our employees will have a sense of participation and honor.
- We also requested our employees to use the products that we have selected so that we will have feedback of their use. If quality is the issue, it will affect consumers all over the world with no exception. Therefore, we placed huge emphasis on improving the quality of our product. **Cosmetic products are quickly replaced by newer ones.**
- There are products with long cycles and replaced after one season. These typically involve new color lines. For example, in winter their colors will tend to be more solemn, whereas in summer they tend to be more cheerful.
- There are also products with shorter cycle, i.e., updated weekly. This is a way of finding out new market trends in real time.
- Such products have a higher demand for us in terms of time. Generally, we have to make a decision in as short as two weeks from making a selection, design, test use and final decision.

This means that what really attracts people are products. We want to leave a good first impression on shoppers, and those who like to have good looking nails will recognize at once we put our heart and mind in our products.

- An obvious effect is repeat-purchase rate. Cosmetics are consumer items and so if they enjoy the product, it will result in high repeat-purchase rate. Loyal customers usually recommend their favorite brands to their friends.
- Foundation items like base gel and top coat for example are often purchased repeatedly. For the mid-layer color coatings we will regularly launch new products. We also stress their styles and offer numerous design references.



Seller: Vivian

Product type: Cosmetics & Makeup

Store: Japan

Highlight: 2020 Q1 sales exceeded total sales revenue in 2019, with a monthly growth rate of more than 100%.

“To dive deep into a market, one must not only control product quality and relentlessly pursue brand innovation, but also incorporate local culture into each and every detail.”

1. Executing every detail is the first step towards convincing Japanese consumers

We joined Amazon in January 2016 and at first sold only cosmetic tools like makeup brush and facial-wash brush. We put heavy emphasis on product quality and strictly controlled it.

Given that the Japanese market for cosmetic and makeup products is highly saturated, Japanese consumers will have a wide array of products to choose from, in particular for makeup brush. This means that they will make their purchase decisions by comparing items of different brands.

- To be established in such a market environment, **the brand and its products must offer consumers differentiated experience.**
- As such, **we would try to leave a deep impression with consumers by having a uniform style in terms of materials, design and packaging.**
- For this we even signed a designer team in New York. We hoped to **combine fashionable, bold design ideas of the New York team with the Japanese market. This would tantamount to injecting innovative value into our brand and products.**

And that was not all. Japanese consumers are fastidious about details. They would try to understand in every single details, how and when to use a product as well as its maintenance. They are also fussy about the product's quality and details, sometimes even how the items are arranged in a packet.

- We had **not merely considered consumers' user experience when designing our products**, we also put a lot of thought into packaging by seeing it from the consumer's perspective.
- We also added protective measures when transporting the products. **We added detailed instructions in cards** together with the products just to give consumers a better experience.

2. It is also a form of innovation just to determine one's style and positioning.

Apart from details we also paid extraordinary attention on the brand's style and positioning. This is because by understanding our positioning and standardizing our style, we would be able to know which direction we needed to go and what resources were required to grow stronger. It is not possible to capture the attention of all the consumers when you first begin selling. That is why we started by looking at survey results in the Japanese market and local characteristics and made adjustments to our products for different consumer groups. For example:

- We drew up portraits of consumers in different age bands. The keywords for young people were trendy and ACG (anime, comic and game).
- The keywords for middle-aged people were texture and decorum. **The cultural characteristics for people in different age bands were also different.** We were required to also consider it.

Consumers are also growing. This means that we needed the brand to make strategic adjustments. We also designed our product packaging based on consumers' preference and we **regularly improved our products based on consumers' feedback.** Take product sets for example:

- Some consumers need to travel frequently and so prefer items that are easy to carry;
- Others prefer those with design appeal albeit in larger packaging.

Last but not least, brand localization is extremely important.

- **We had a Japanese team.** The team would examine our products from design style, copywriting and drawings etc. to see if they are appropriate for locals and whether they are preferred by locals.
- At the same time we actively engaged in **conversation with relevant local industries to exchange ideas with them.** This was to ensure that our brand information could be delivered to Japanese consumers in a better manner.

3. Concept holds the key for cosmetic products to emerge as winner. They need to focus on showcasing themselves.

Unlike many other product categories, cosmetics stress individuality and creativity. Thus, in the long term, **one needs to focus on building one's brand tonality.**

On this we are also gradually learning to improve. For example we engage an American team to help us set our localized brand image. Each symbol - from industrial design, graphic design to social media - is aimed at presenting a uniform image. Looking ahead we will expand based on this and continue to build up our impression in consumers so as to improve sales.

We were previously more focused on products. Now we gradually **begin to stress brand propagation.** The cost might have increased but we believe we will see returns.

Resources to help you in find the right products

Product Opportunity Explorer (OX)

Product research is both a science and an art. The good news is that the science is greatly aided by data - data on what customers are searching, how many products compete for those keywords, how many reviews they have, whether they run-out-of-stock often.



Amazon's **Product Opportunity Explorer** tool gives you access to rich, accurate customer demand data so you know the WHY as well as the WHAT.



Discover unmet & underserved demand

Research customer demand signals via keyword search data, and filter for the highest search volume or highest growth keywords



Find niche opportunities

Look for product niches, review competitive products in key niches to identify opportunities for differentiation



Assess competition

Find data on how many brands and products compete in the same space, their average pricing, reviews and even out-of-stock rates

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