



*The Beauty Blind Spot:
What Health & Beauty Brands
Don't Know About Their
Amazon Business*

October 2026

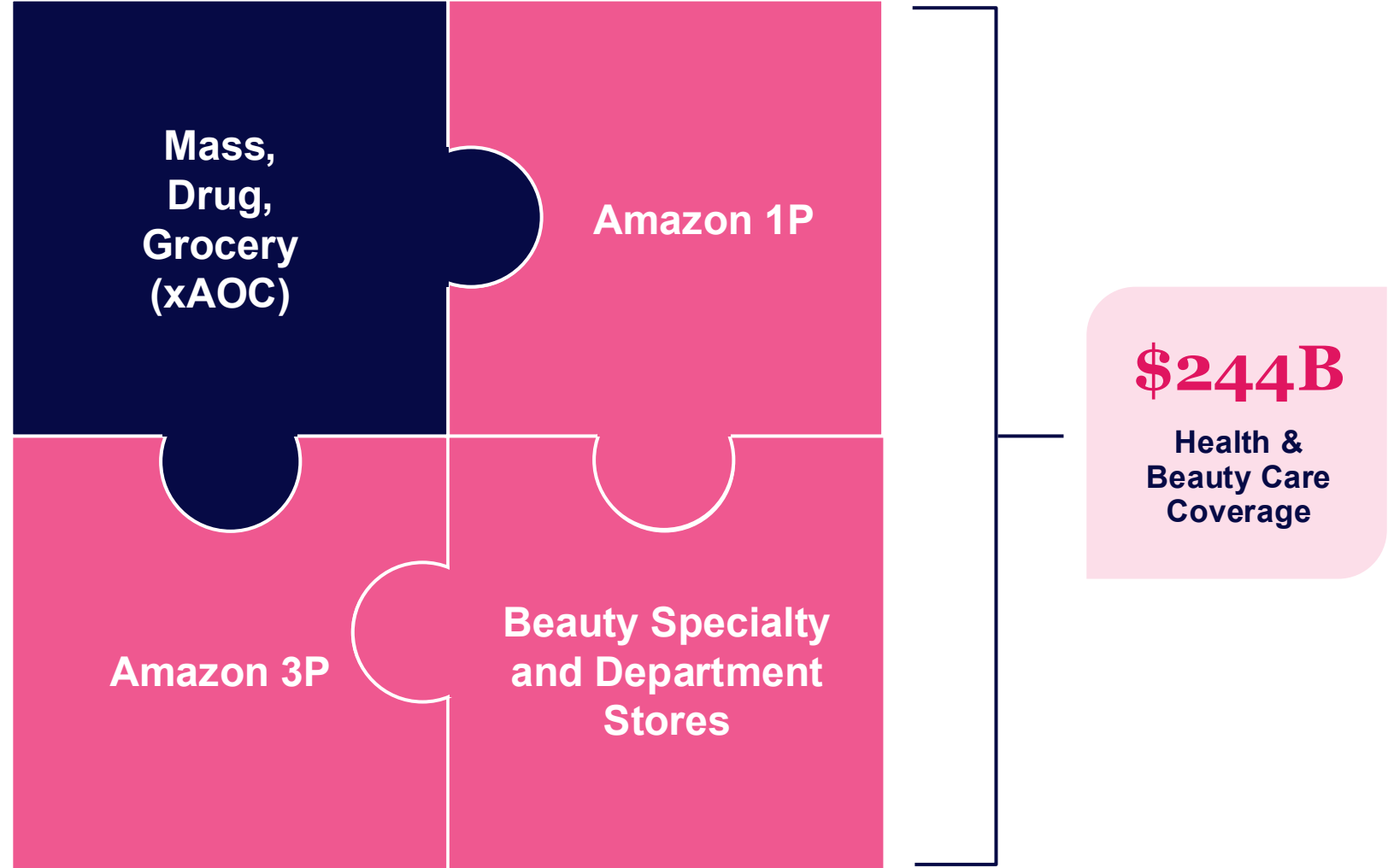


NIQ's Beauty Channel

More coverage than *any other* Health & Beauty read



NIQ



Source: Total US RMS, Marketplace Sales & Share, Product (DEPARTMENT: Health & Beauty Care), L52W w/e 07/25/26; Beauty Specialty FY earnings reports
*Accounts for 95% category coverage of Full View of Beauty

Today's Presenters



Jack O'Leary

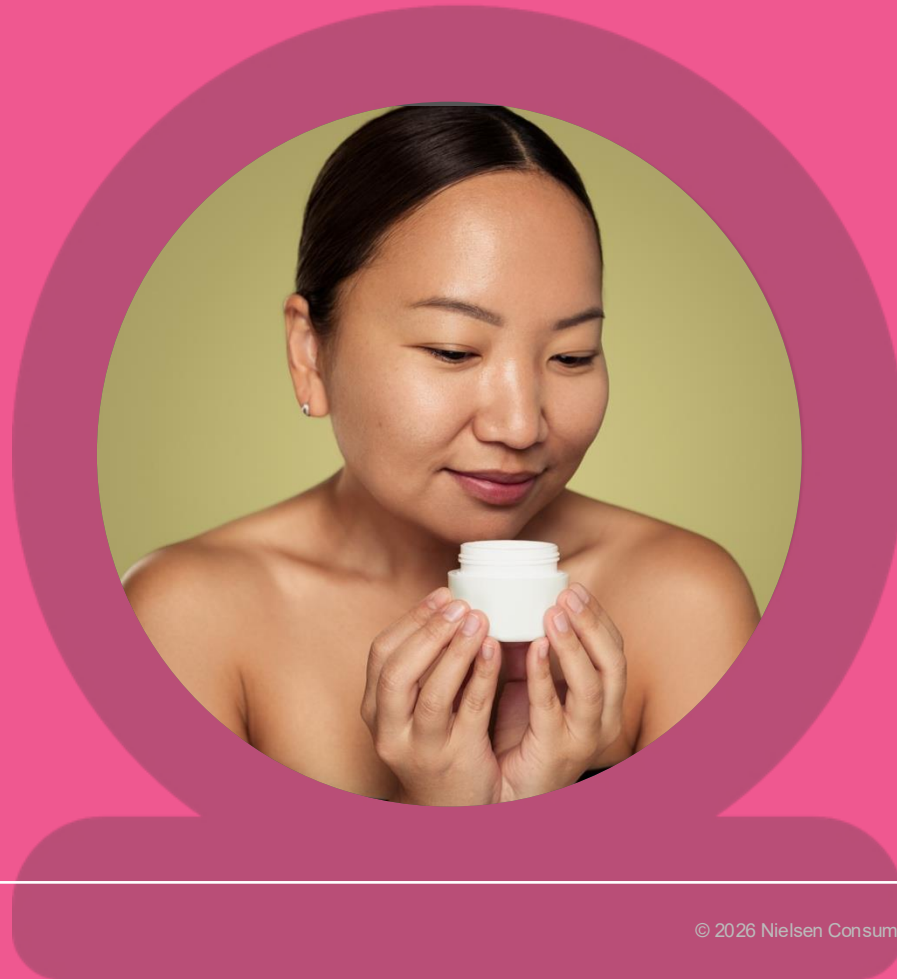
Director, eCommerce
Thought Leadership



Anna Mayo

VP, Beauty Thought
Leadership

The Power of Amazon's 3P Marketplace

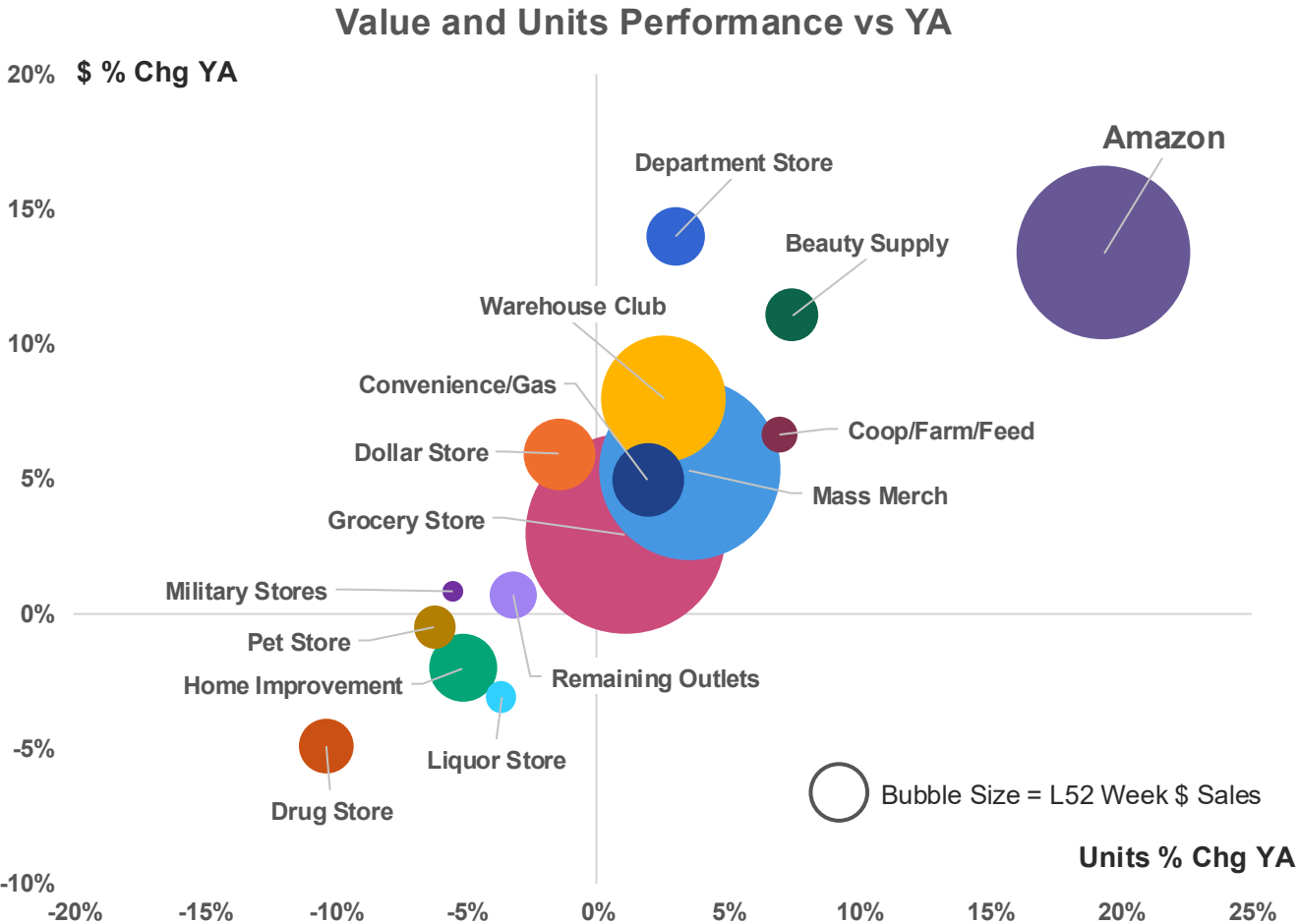


Amazon drives retail growth today

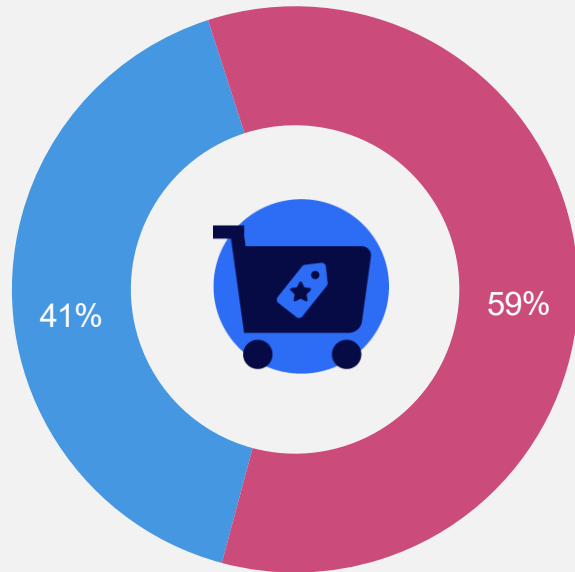
Amazon is the primary beneficiary of ongoing channel shifts

Sales performance by Channel L52 Weeks

Channel Value Share		
Channel	Value Shr	Value Shr Chg YA
Grocery Store	26.8%	-0.8%
Mass-Merch	21.8%	-0.1%
Amazon	20.1%	+1.3%
Warehouse Club	10.4%	+0.2%
Convenience/Gas	3.5%	Flat
Dollar Store	3.4%	Flat
Home Improvement	3.1%	-0.3%
Department Store	2.3%	+0.2%
Drug Store	2.1%	-0.2%
Beauty Supply	1.8%	+0.1%
Remaining Outlets	1.5%	-0.1%
Pet Store	1.2%	-0.1%
Coop/Farm/Feed	0.9%	Flat
Liquor Store	0.7%	-0.1%
Military Stores	0.3%	Flat



1P vs. 3P Sales Share



■ Amazon 1P ■ Amazon 3P

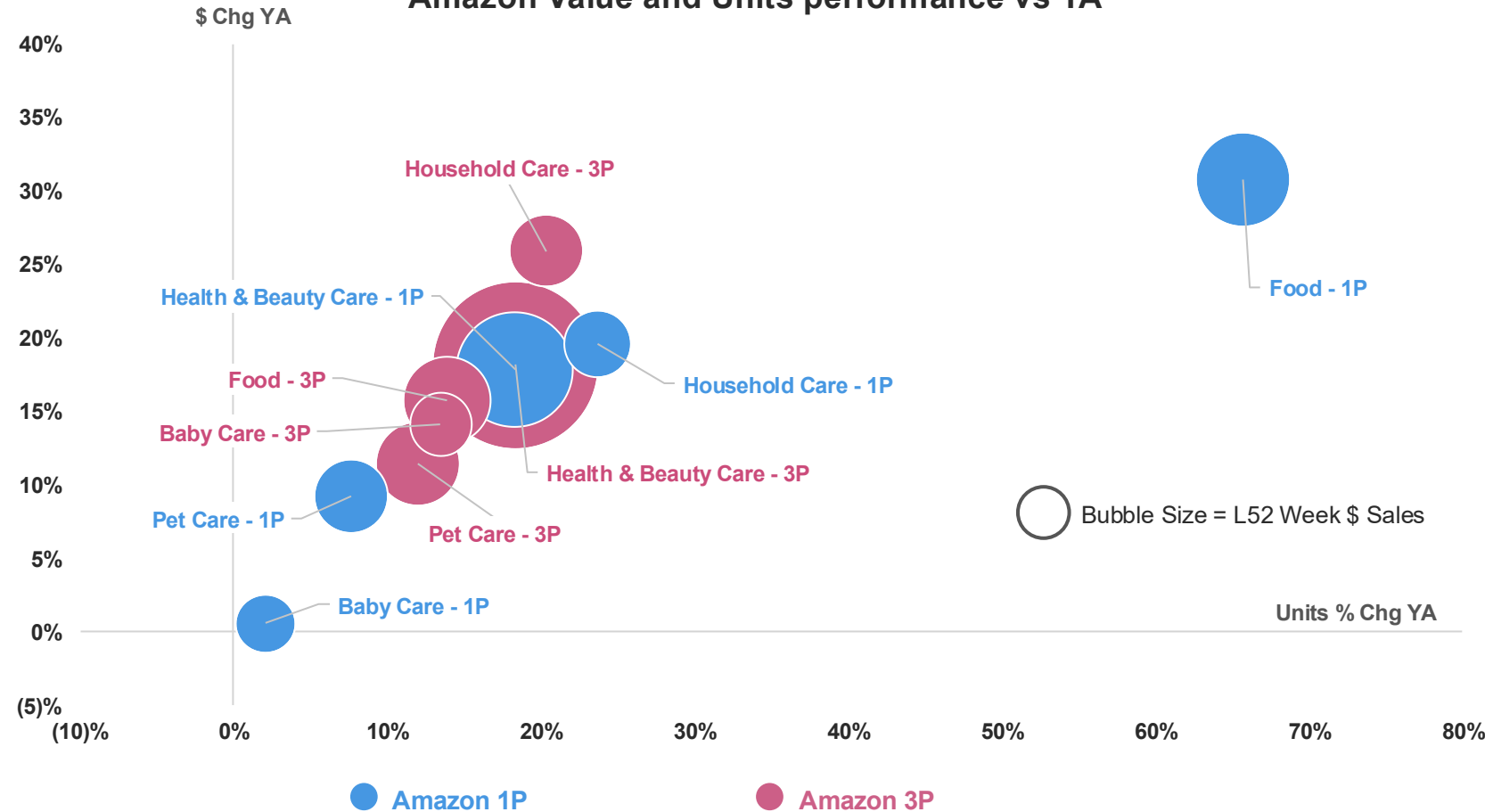
If you aren't measuring 3P, you're missing the majority of Amazon

Amazon is a majority 3P platform

3P growth is outpacing 1P in several important departments

Amazon Sales Performance by Department

Amazon Value and Units performance vs YA



What is Amazon 3P?

A different operating model within Amazon's platform

Amazon 1P

- ❑ Amazon **purchases inventory wholesale** from the brand and resells it directly to consumers
- ❑ Amazon controls retail **pricing** and inventory **replenishment**
- ❑ Brand sells products to Amazon via purchase orders (POs)
- ❑ Brand and Amazon **negotiate vendor terms** through process called Annual Vendor Negotiations (AVNs)
- ❑ Managed by brands through **Amazon Vendor Central**

Amazon 3P

- ❑ Brand **sells directly to consumers** through Amazon's marketplace; Amazon takes a commission on every sale
- ❑ **Brand retains control** over pricing, promotions, assortment, and inventory
- ❑ Greater **operational responsibility**, including inventory management, content, advertising, and customer service (unless using Fulfillment by Amazon - FBA)
- ❑ Products appear as "Sold by [Seller Name]" (and may be shipped by Amazon if using FBA)
- ❑ Managed by brands / sellers through **Amazon Seller Central**



Anatomy of an Amazon Product Detail Page

Shoppers typically click through from search, the buy box determines how the order will be fulfilled

Title

Ratings & Reviews

Content Carousel

Text-Based Content

The screenshot shows the Amazon product detail page for L'Oréal Paris Telescopic Mascara. The page is annotated with several colored boxes and labels:

- Title:** A purple box highlights the product title: "L'Oréal Paris Original Telescopic Mascara, Lengthening, Blackest Black".
- Ratings & Reviews:** A red box highlights the star rating and number of reviews: "4.6 (27,715)".
- Content Carousel:** An orange box highlights the main product image and the "Click to see full view" link.
- Text-Based Content:** A blue box highlights the "Top highlights" section.
- Buy Box:** A blue box highlights the "One-time purchase" section, including the price "\$11.97 (\$44.33 / fluid ounce)" and the "Add to cart" button.
- Variants:** A green box highlights the "Color: Washable Blackest Black" section, showing different shade options.
- Merchant / Seller Attribution:** An orange box highlights the "Shipper / Seller" section, showing "Amazon.com" as the seller.

The merchant or seller is selected by Amazon’s systems by “winning the buy box”

Shoppers may be somewhat aware of 3P sellers, but typically are not concerned by this when shopping Amazon

Amazon 1P

Ships from	Amazon.com
Sold by	Amazon.com
Returns	FREE 30-day refund/replacement
Payment	Secure transaction
▼ See more	

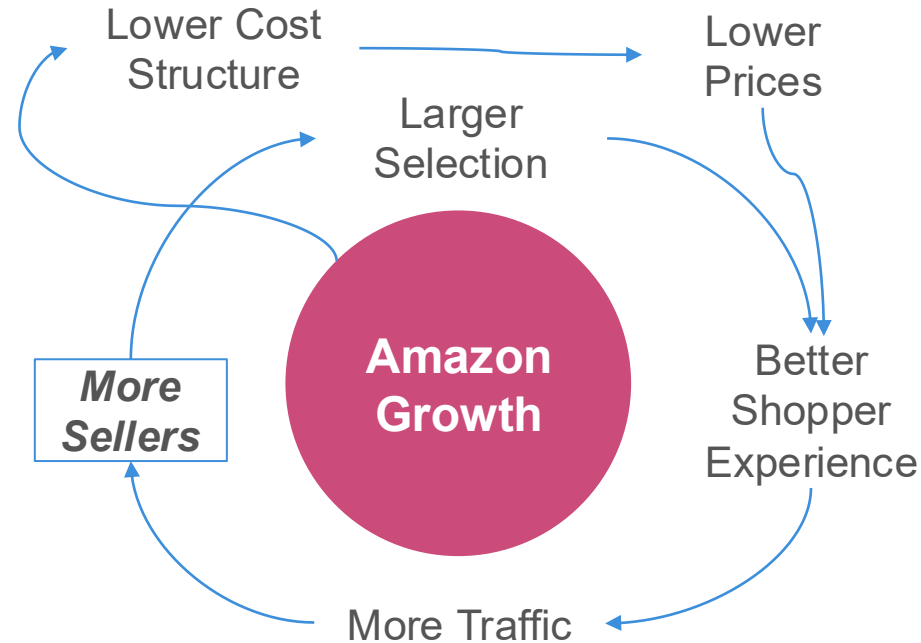
Amazon 3P

Ships from	Amazon	Ships from	Beauty Brand XYZ
Sold by	Beauty Brand XYZ	Sold by	Beauty Brand XYZ
Returns	FREE 30-day refund/replacement	Returns	FREE 30-day refund/replacement
Payment	Secure transaction	Payment	Secure transaction
▼ See more		▼ See more	

Amazon 3P strategy

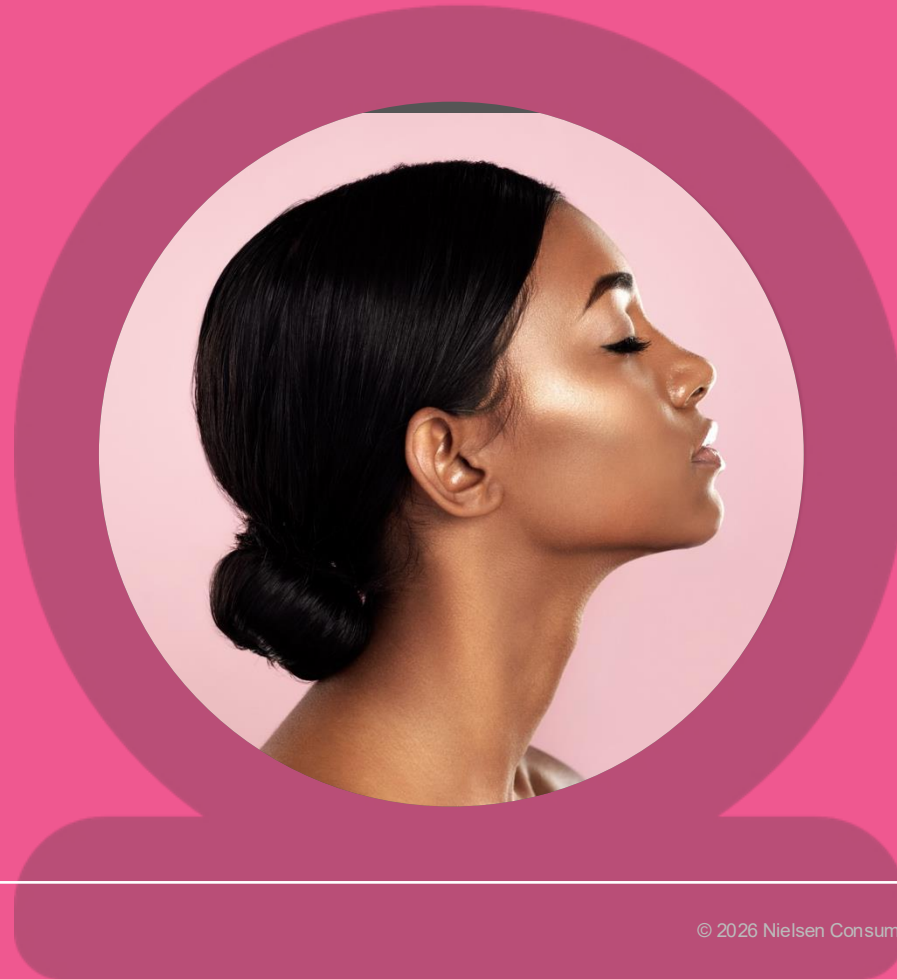
Amazon's third-party marketplace is critical to driving its overall commerce business

The Amazon Flywheel

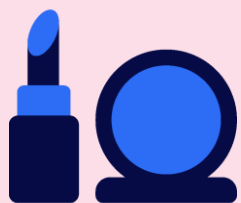


Third-party sellers are a key component of Amazon's business model

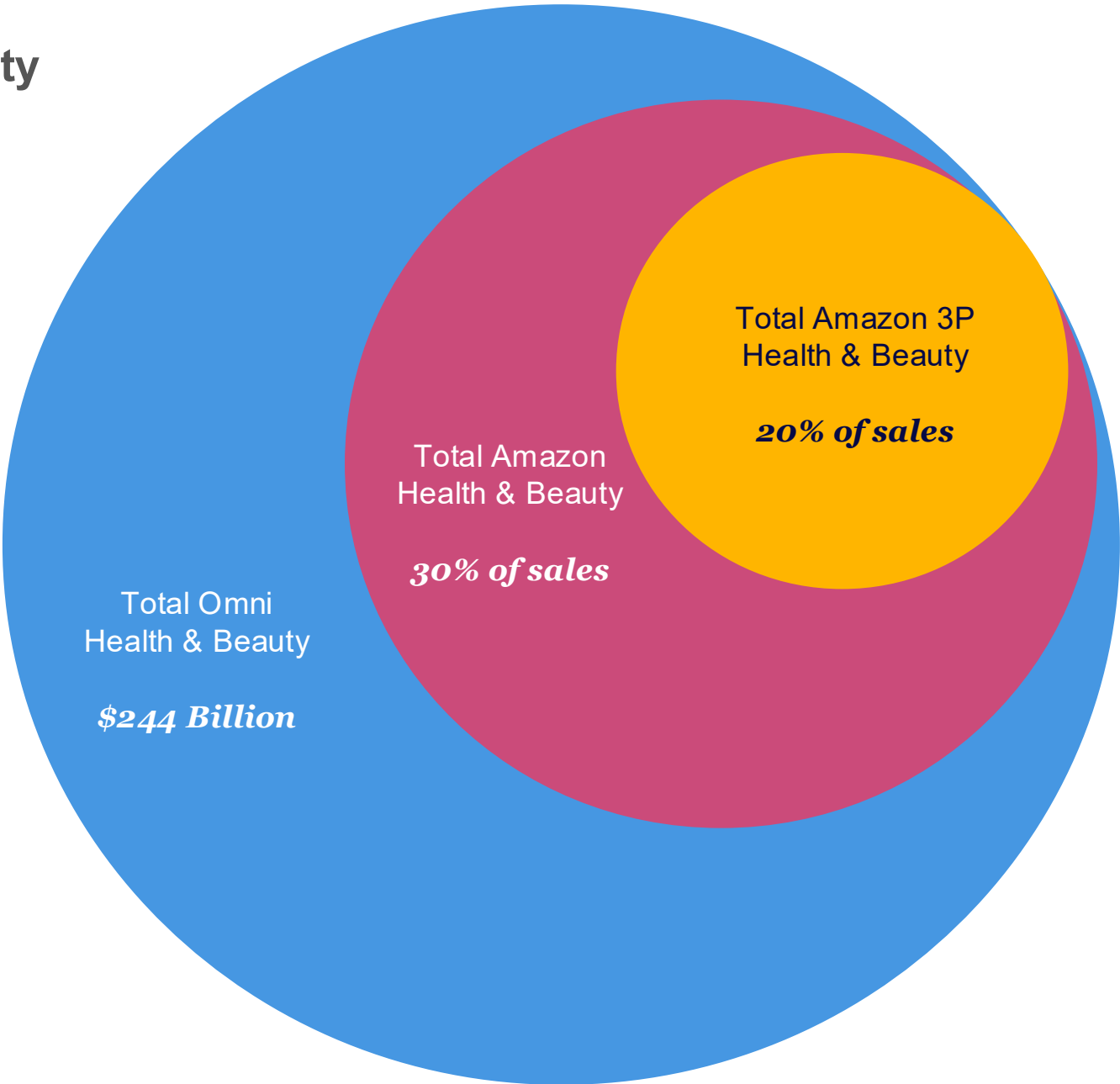
The Role of Amazon 3P for *Health & Beauty*



The influence of Amazon 3P in Health & Beauty



20% of all
Health & Beauty
purchases are
made on
Amazon 3P



Source: NielsenIQ POD Omnishopper Panel Total US L52 week ending 9/5/2026 vs YA.Dollar percent change

The risk of not tracking Amazon 1P & 3P



Unable to track emerging brands or **innovation from competition**

Blind to **exclusive Amazon 3P** competitors

Unable spot **emerging trends** (e.g., ingredients, styles, etc.)

Unable to tell a **complete story** about growth drivers on Amazon

No Total Amazon perspective to bring to **other retailer partners**

...And ***risk losing share or missing out on growth opportunities***

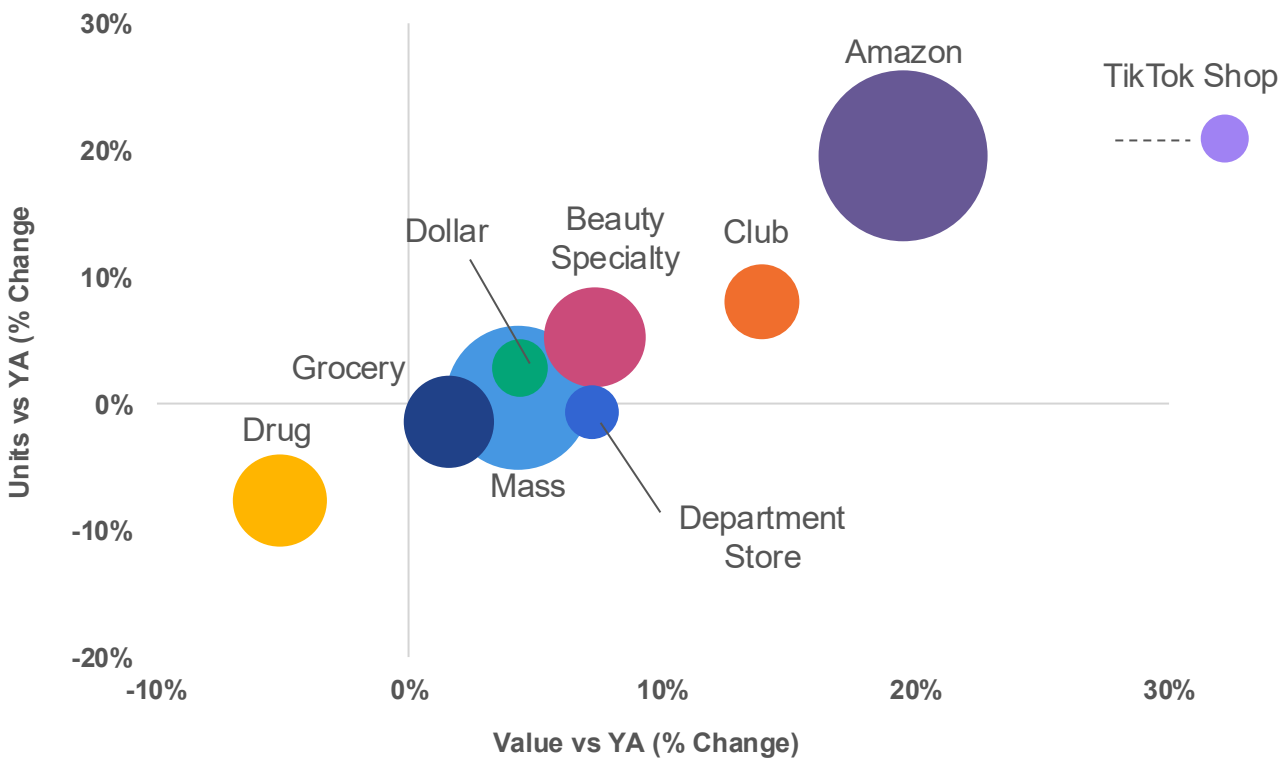
Health & Beauty continues to see growth driven by strong online sales



Source: NielsenIQ POD Omnishopper Panel Total US L52 week ending 9/5/2026 vs YA.Dollar percent change

In the US, Amazon capturing both dollar and unit growth

Size and growth of key beauty channels (omnichannel view)

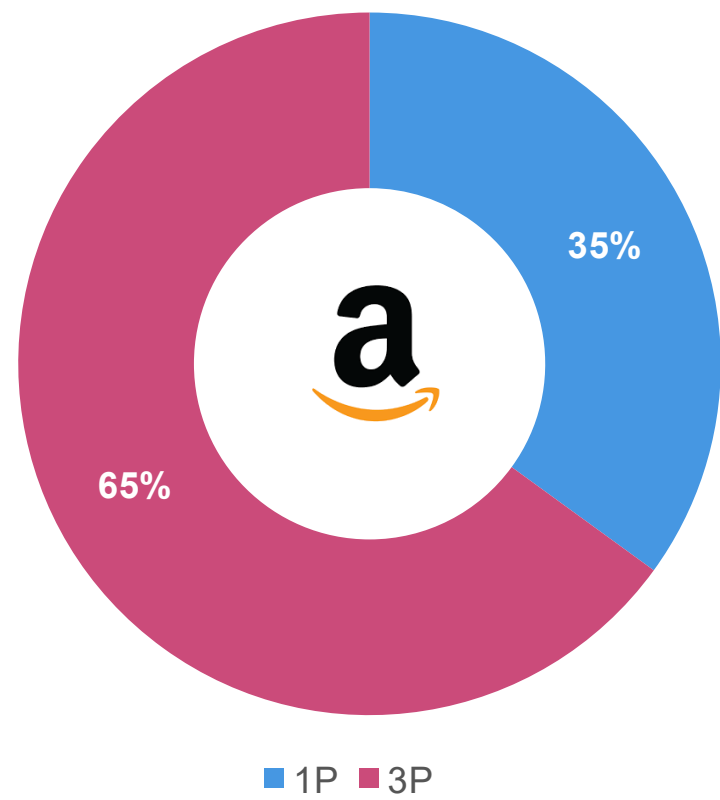


Channel	\$ share	\$ % chg	Unit % chg
Amazon	30.2	19.5%	19.5%
Mass	21.5	4.3%	0.4%
Beauty Specialty	10.4	7.3%	5.1%
Drug	9.2	-5.1%	-7.7%
Grocery	8.8	1.6%	-1.5%
Club	6.0	13.9%	8.0%
Dollar	3.4	4.4%	2.8%
Department Store	2.9	7.2%	-0.7%
TikTok Shop	2.4	59.1%	21.0%

Source: NielsenIQ Omnishopper Panel Total US L52 week ending 9/5/2026 vs YA. Mass is defined as Total ex Amazon. Omnisales+ TikTok Shop Latest 52 weeks ending 8/22/2026

Amazon 3P accounts for almost 2/3rd of H&B Sales

\$ Share – Total Health & Beauty

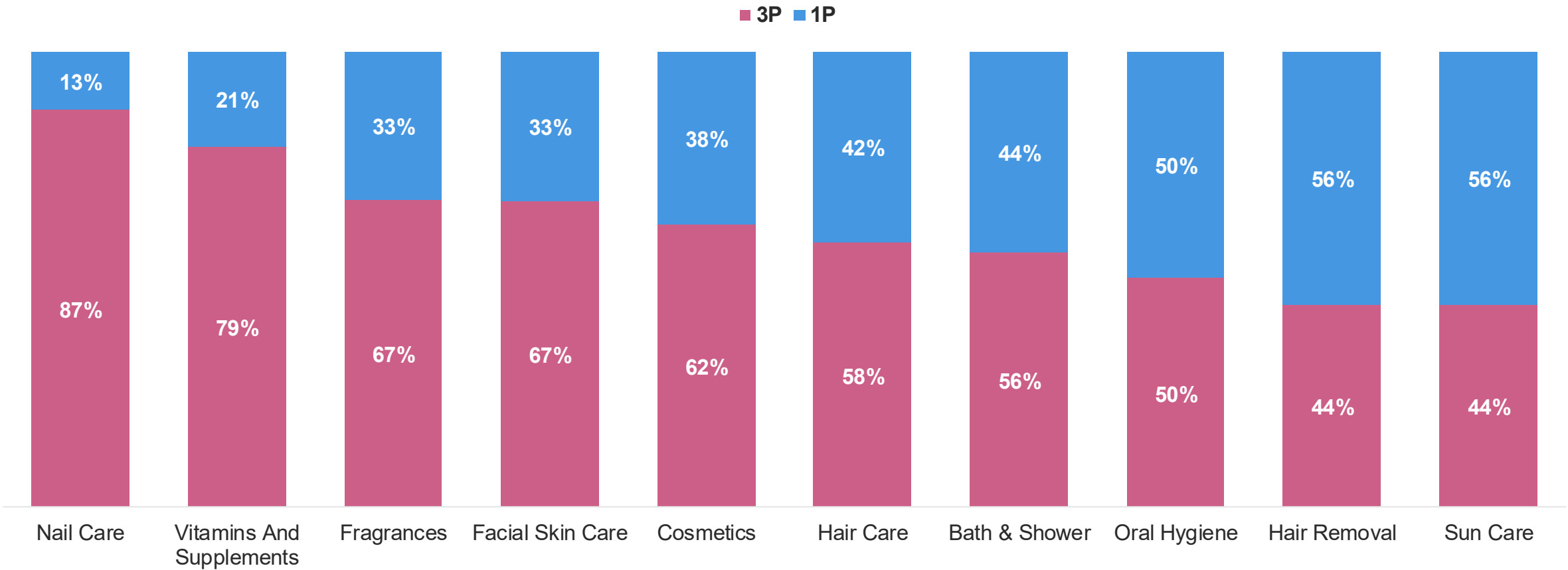


Source: NielsenIQ RMS, Amazon 1p and 3P, 52 we 09/19/2026



Core Beauty, as well as Vitamins & Supplements, rely more heavily on 3P

HBC Super Categories, Amazon \$ Sales, 3P vs 1P

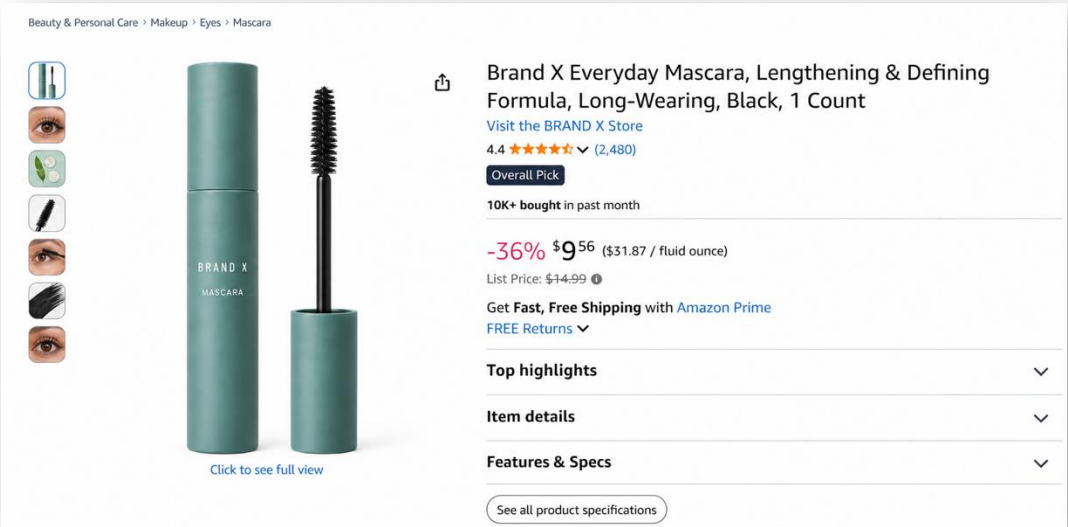


Amazon 3P sellers will often undercut on price to win the buy box and take share

In this case, this 3P seller of a popular mascara is better priced than 1P, the drug channel, and the broader US retail market

Anonymous Mascara ASIN, \$ Sales and Avg. Unit Price

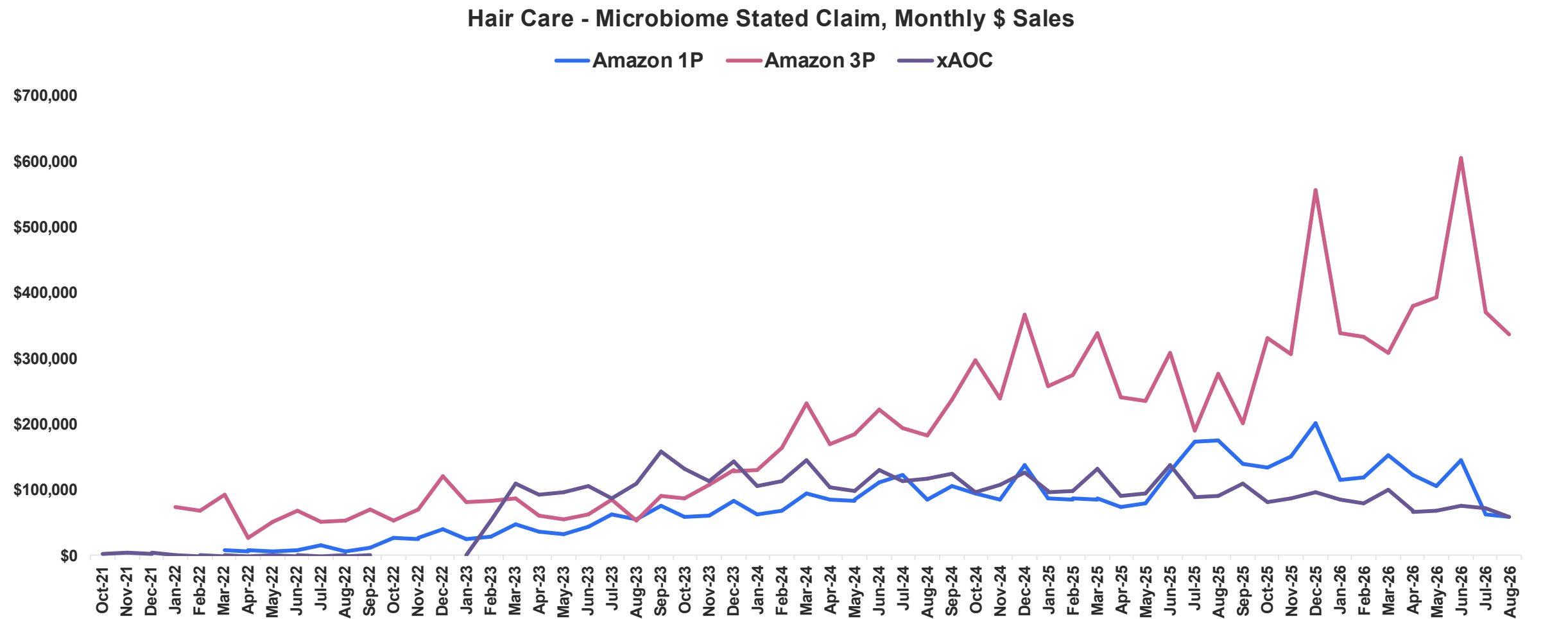
	12 w/e 9/20/25	12 w/e 9/19/26
1P \$ Sales	\$910,411	\$871,785 (-4.2%)
3P \$ Sales	\$27,902	\$71,933 (+157.8%)
3P Share of \$ Sales	3.0%	7.6% (+4.6%)
1P Avg. Unit Price	\$8.63	\$10.18
3P Avg. Unit Price	\$8.41	\$9.56
US Drug Avg. Unit Price	\$13.50	\$13.60
xAOC Avg. Unit Price	\$10.40	\$11.65



Anonymized and illustrative image

Amazon 3P often serves as the first point of emergence for new trends and innovation

Whether evaluating high level trends within a category, or diving deep on a particular trending ingredient, Amazon 3P is where much of the innovation appears first

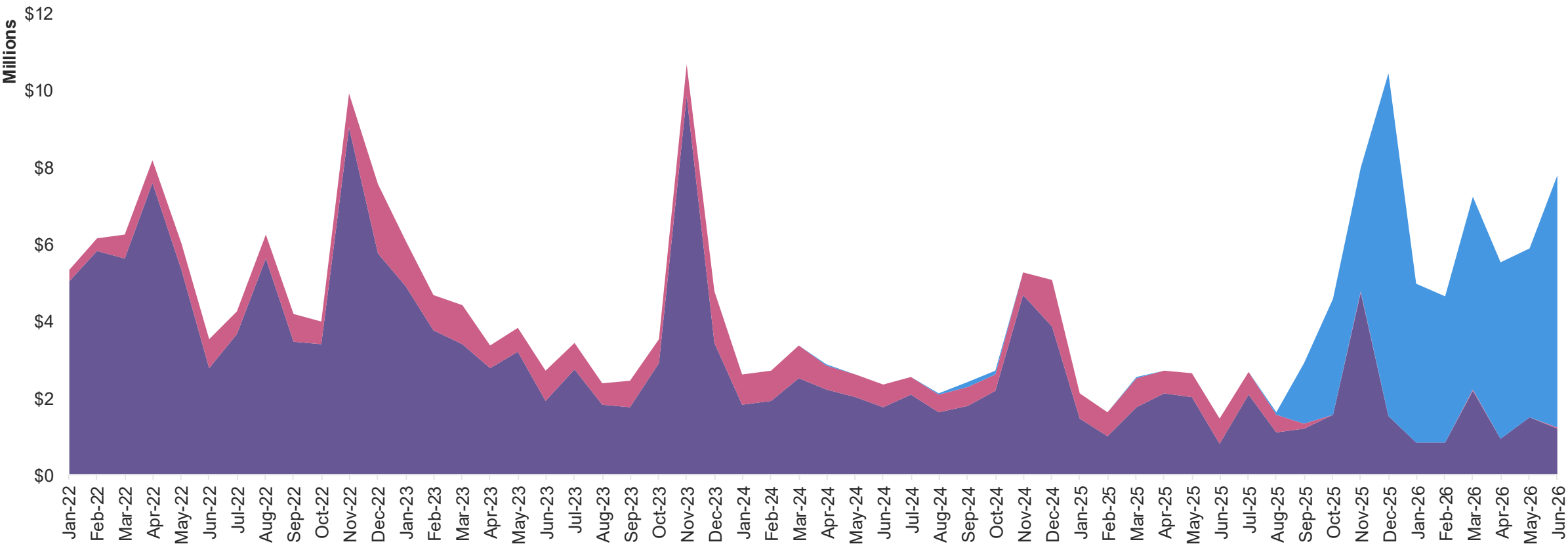


3P now plays an important role in the eCom distribution evolution for many brands

Many brands follow a common eCommerce evolution: DTC → Amazon 3P → Amazon 1P

Anonymous Prestige Beauty Brand – Monthly eCom \$ Sales, DTC and Amazon

DTC Amazon 3P Amazon 1P

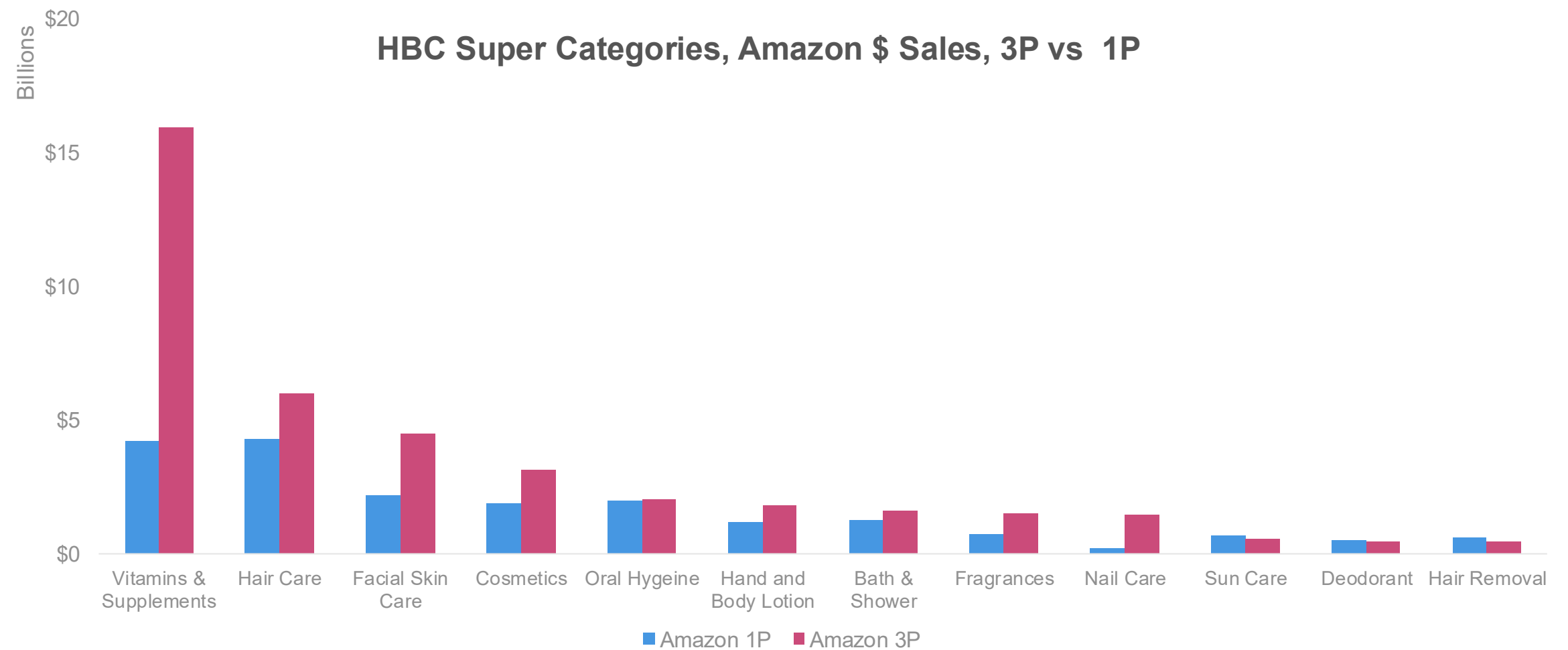


Source: Amazon Data - NielsenIQ Retail Measurement | US Total Store - On Boarding Sandbox (Synd) | Entire Dataset, DTC Data – NIQ Digital Purchases (FKA Fox App)

How Savvy Brands Manage Amazon 3P

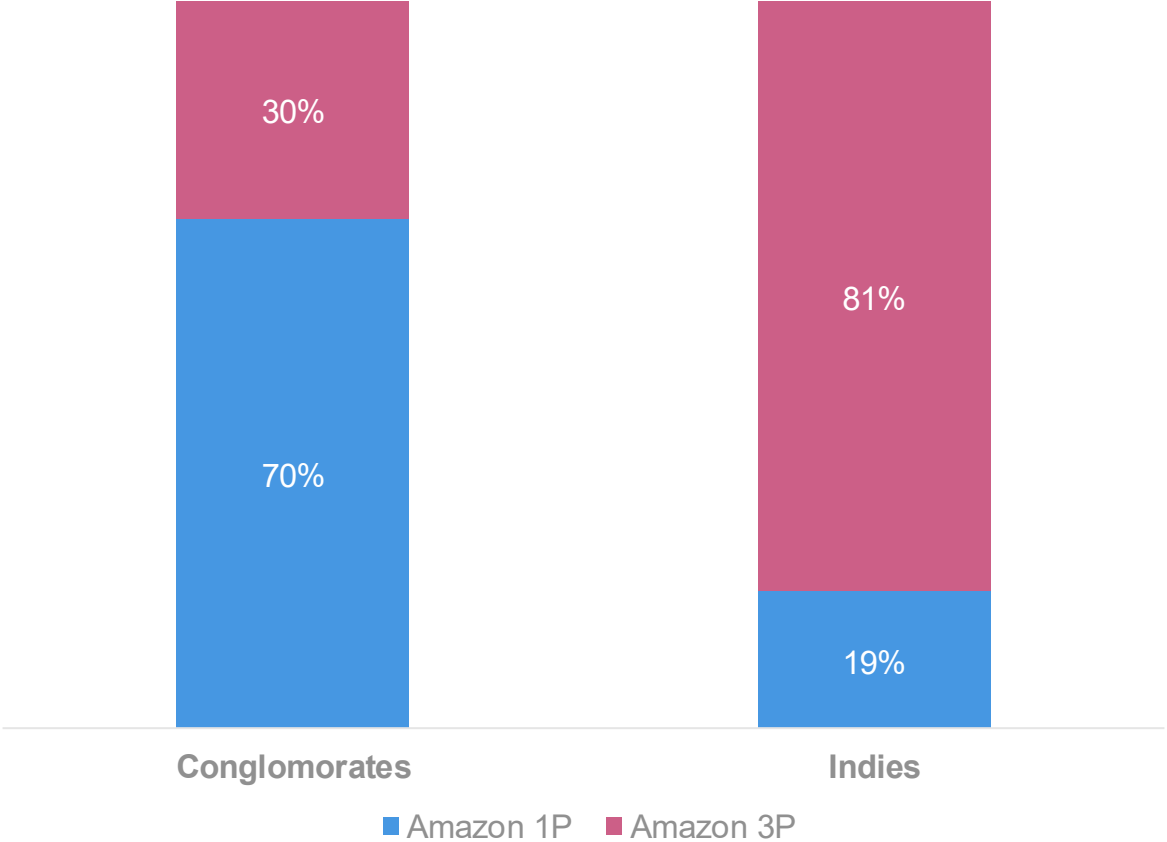


Vitamins & Supplements is the most important revenue-driving category for 3P, followed by core beauty



While Conglomerates dominate 1P, 3P is an Indie Brand Playground

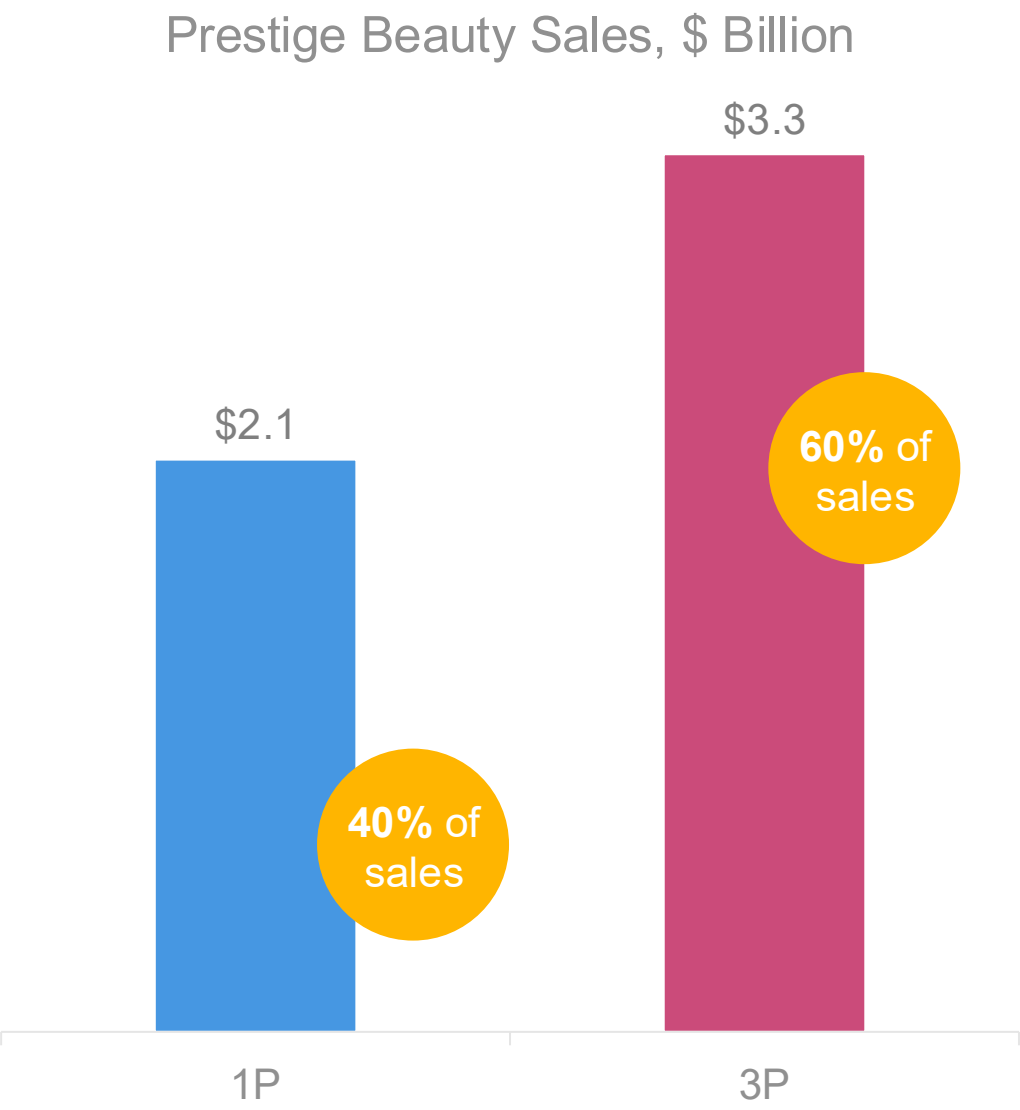
% of Sales by Conglomerate vs Indie Brands



Source: NielsenIQ Omnisales+ Amazon 1P vs 3P Latest 52 weeks ending 8/22/2026



Even prestige brands out-sell on 3P



Prestige Manufacturers with highest % of sales on 3P

- Laura Gellar – 86%
- IT Cosmetics- 92%
- L’Occitane – 91%
- Puig- 78%
- LVMH – 84%



Source: NielsenIQ Omnisaless+ Amazon 1P vs 3P Latest 52 weeks ending 8/22/206

Amazon 3P offers a long tail of beauty brands no shelf can match

Amazon 3P count of beauty & personal care brands, by annual sales tier

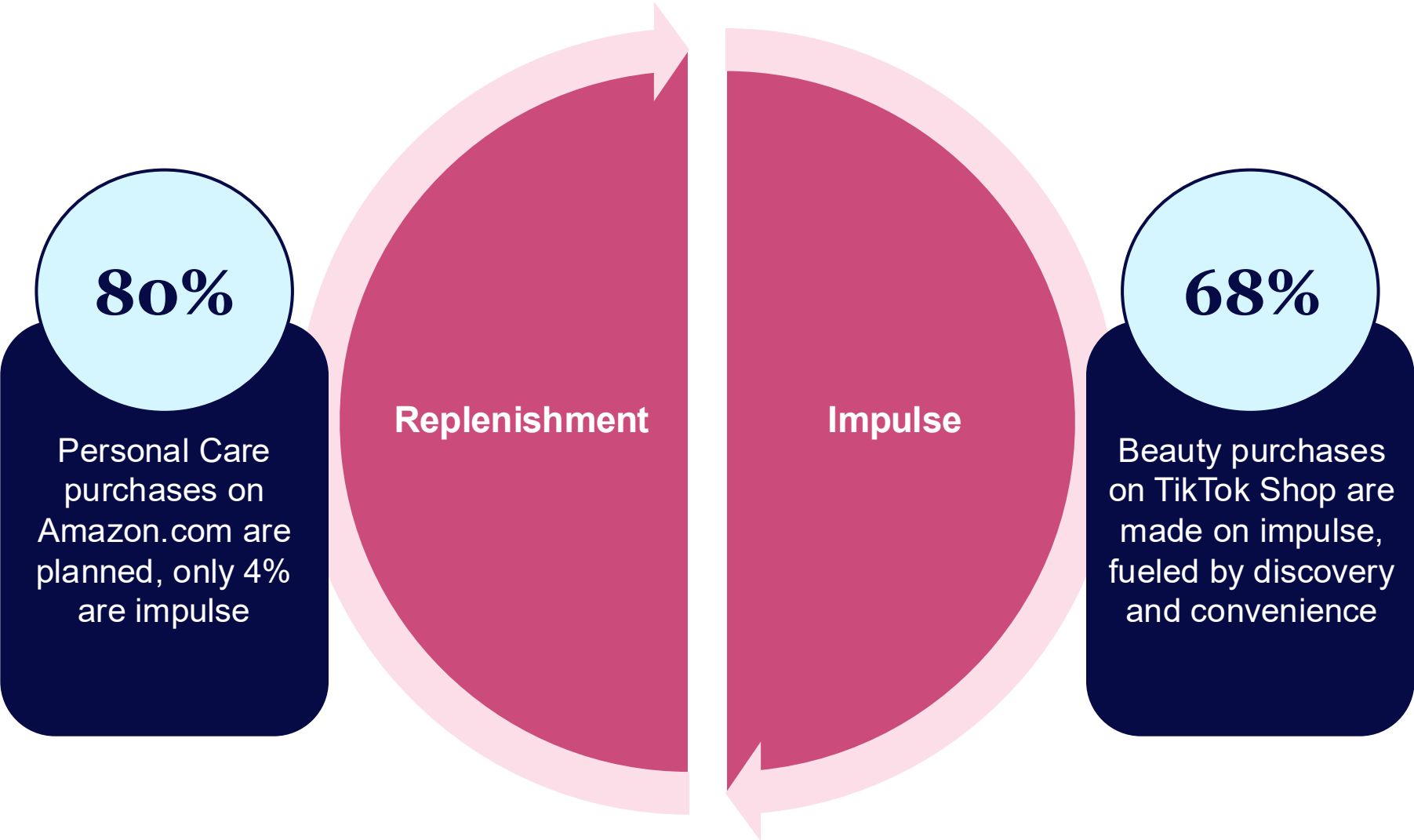


Source: NielsenIQ Omnisales+ Total US L52 week ending 08/22/2026

TikTok Shop Fuels *Discovery*



While Amazon leads via replenishment, TikTok Shop is a discovery engine



Source: NielsenIQ Category Shopping Fundamentals, 2026, Planned vs Impulse, Amazon.com, Source: NielsenIQ Social Selling Survey, 2025

Health & Beauty Care has reached \$5.9B on TikTok Shop gaining +0.7 dollar share points

Total Health & Beauty

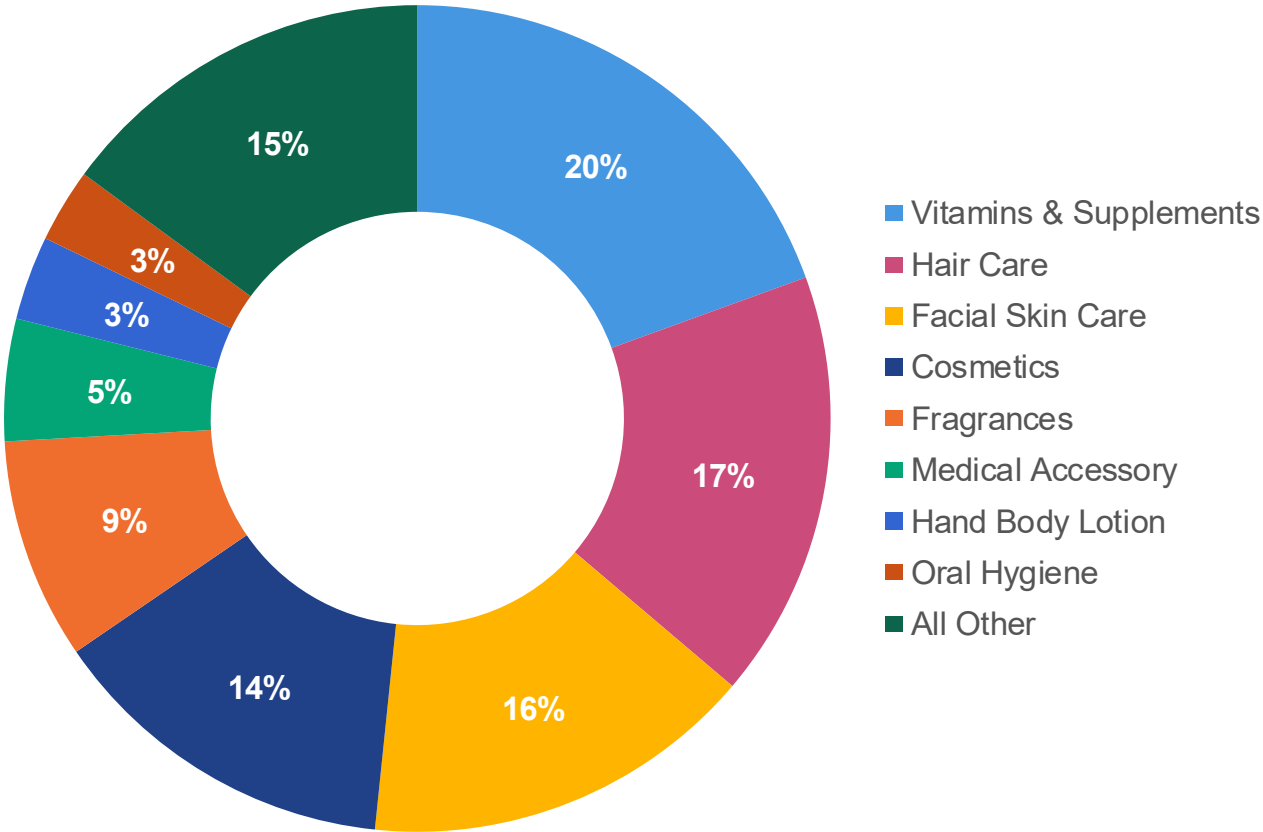


\$5.9B Sales

+59.1% \$ % Chg

+0.7pt Share of Total Outlets

\$ Share – TikTok Shop



Source: NielsenIQ Omnisales+ Total US L52 week ending 09/5/2026

Don't risk getting left behind

In today's fast-paced beauty market, the price of incomplete measurement is high

Fail to anticipate; slow to react to new trends

Fall behind competitors with deeper eCommerce insights

Underestimate fast-growing competitors and emerging retailers

Misallocate investments; lose share in highest-growth areas

Aligned to unstable, untrustworthy data



Thank you!

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