

Beauty's Prime Big Deals Days Results

October 2026



NielsenIQ

Where Can You Measure the Online Beauty Landscape?

NielsenIQ Digital Purchases gives a 360 view of the online market to understand shares, trends, product performance and consumer behaviours

The most advanced and the most reliable consumer panel for e-commerce in the US & Europe

6M

E-SHOPPERS

GDPR

COMPLIANT

+2K

ONLINE
MERCHANTS

3 YEARS

BACK DATA

THE MOST ACCURATE DATA

PASSIVELY ACQUIRED - DELIVERED WEEKLY

TRUSTED
BY

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Contact to Know More: Agathe.Apollin@nielseniq.com



What is Prime Day and Why Does it Matter?

Amazon Prime Days are sales events held annually exclusively for Prime Members to shop discounts across the platform



Source: [Prime Big Deal Days regresa del 6 al 7 de octubre](#)

Amazon’s Sales Events are the Key Sales Dates Before Seasonal Sales

The biggest sales days of 2026 so far are led by Amazon’s Prime Day and Big Deals Days dates

Ecommerce Top Days in **2026 year to date** Ranked by Value - Beauty

	 UK	 IT	 DE	 ES	 FR	 NL	 BE	 IE	 AT	 AU	 CA
#1	7 th Oct	7 th Oct	6 th Oct	7 th Oct	7 th Jun	9 th Feb	8 th Feb	6 th Oct	29 th Jun	7 th Jul	10 th Apr
#2	6 th Oct	6 th Oct	7 th Oct	6 th Oct	4 th Oct	22 nd Mar	29 th Mar	31 st Mar	6 th Oct	9 th Jul	19 th Apr
#3	26 th Jun	23 rd Jun	23 rd Jun	7 th Jan	8 th Mar	26 th Mar	4 th Feb	8 th Mar	7 th Oct	13 th Jul	20 th Apr
#4	23 rd Jun	26 th Jun	29 th Sept	30 th Sept	27 th May	24 th Jun	7 th Jun	5 th Jul	16 th Mar	11 th Jul	14 th Apr
#5	24 th Jun	25 th Jun	6 th May	24 th Jun	28 th April	25 th Jun	7 th Jan	7 th Oct	9 th Feb	18 th Jun	23 rd Jun

October Prime Big Deals Days

Summer Prime Day Date

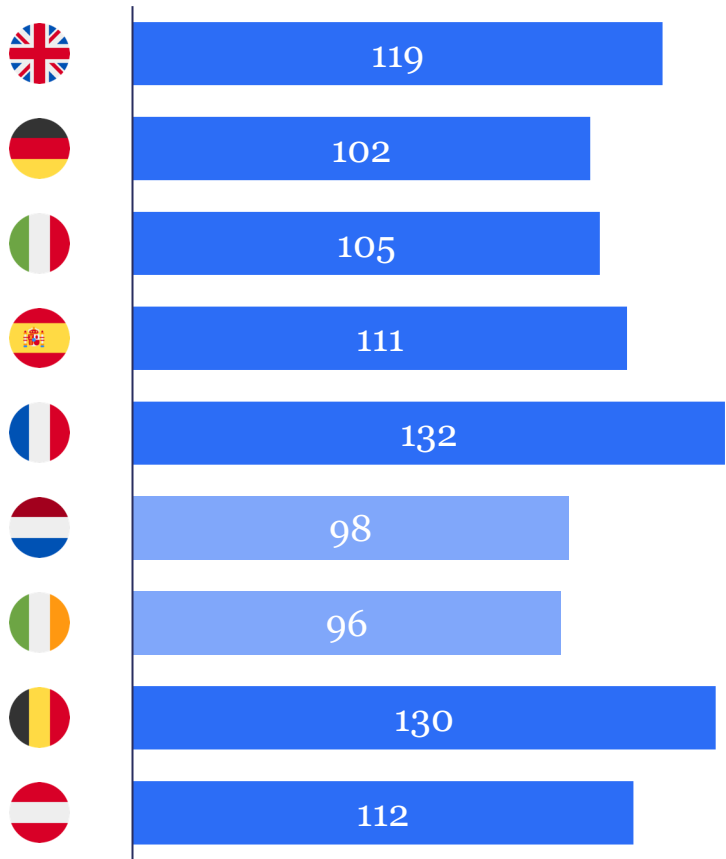
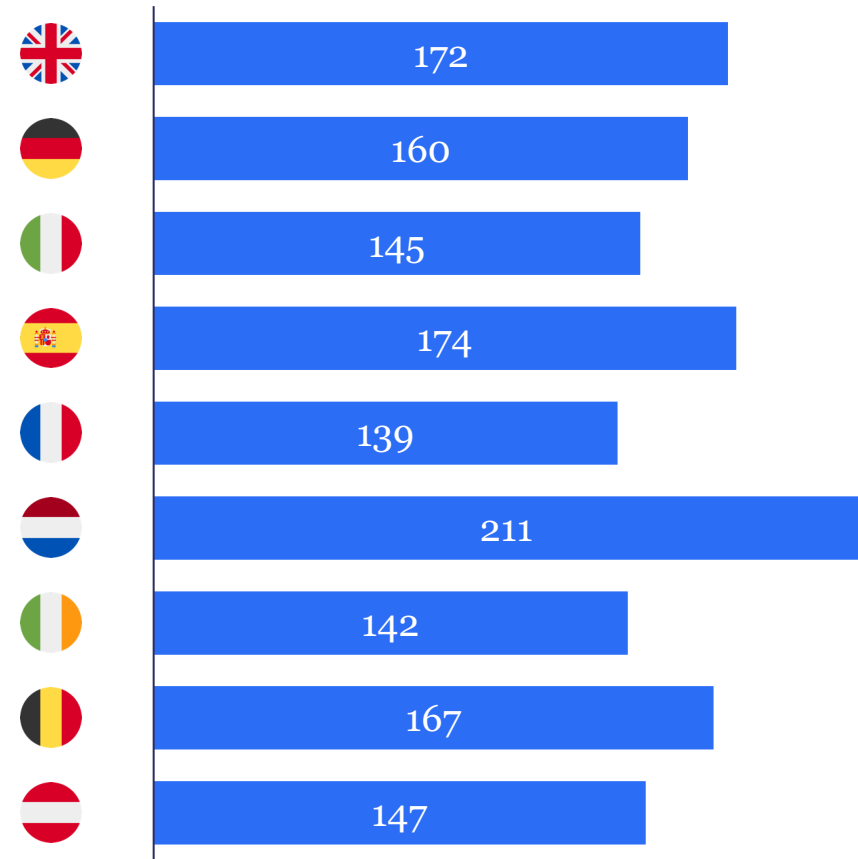
Source: NIQ Digital Purchases FMCG Data to 11th October 2026 - Beauty = Cosmetics, Fragrances, Hair Care, Skin Conditioning & Moisturising, Sun Care and Face Cleansing

Big Deals Day Delivered a Big Splash for Amazon

The event drives significant uplift in the ecommerce merchants share of the online beauty market

Index of Amazon’s Share of Beauty in Value during Prime Big Deals Day 2026 vs YTD 2026 

Index of Amazon’s Share of Beauty in Value during Prime Big Deals Day 2026 vs Big Deals Day 2025 



What is an index?

Each index divides Amazon’s share of online beauty sales during the Big Deals Day period by its share in the highlighted period, then multiplies by 100, so 120 means a 20% higher share.

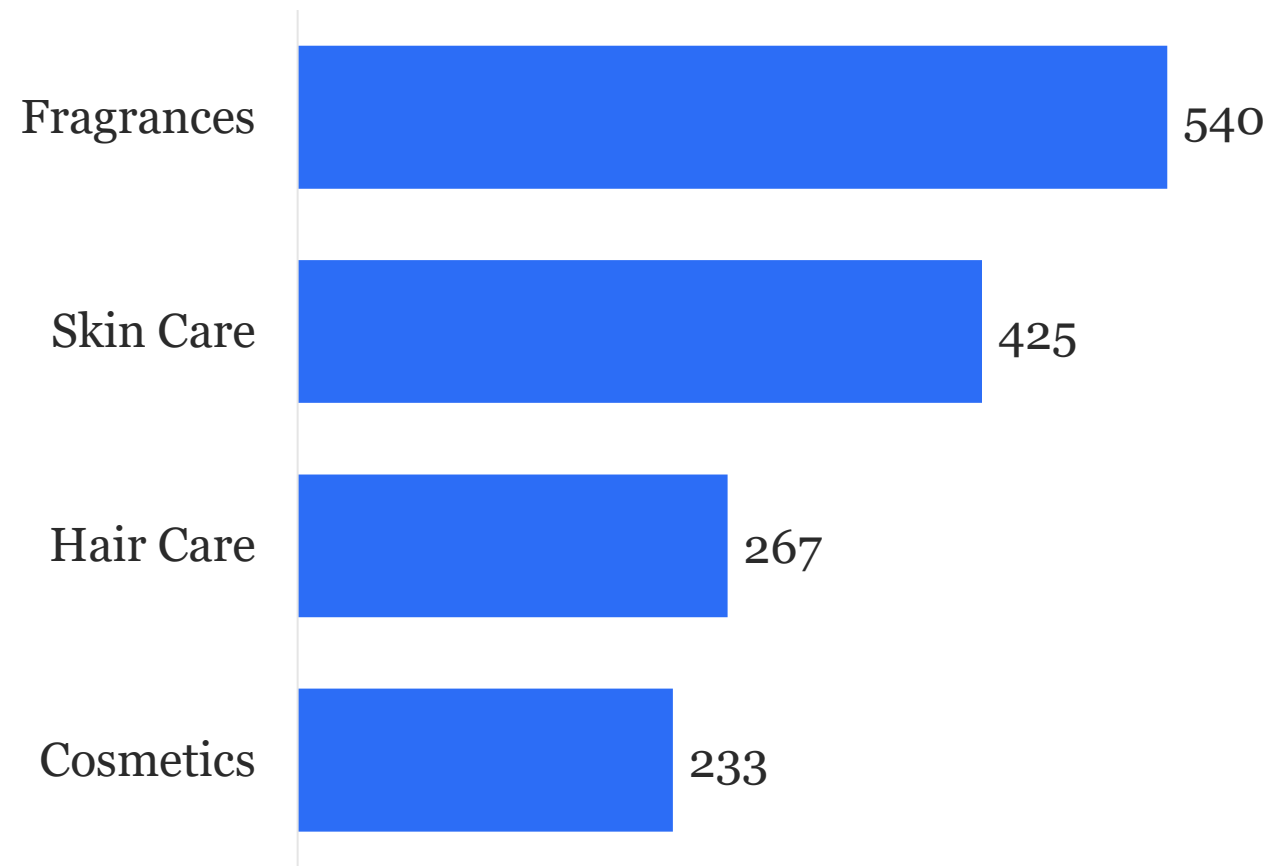
Source: NIQ Digital Purchase e-commerce consumer panel. Amazon Prime Big Deals Days 6th – 7th 2026 vs YTD 2026 to 12th Oct 2026

Fragrances and Skin Care Lead Sales Spikes

Big splurges including advent calendars and facial skin beauty devices were among the top performing categories



Index of Value during Big Days vs average week - Amazon



Advent Calendars



764

Facial Beauty Devices



562

Face Cleansing



525

Skin Conditioning & Moisturising



456

Source: NielsenIQ Digital Purchases – Big Deals Day 6th to 7th Oct 2026 vs average day 2026 | Beauty = Cosmetics, Fragrances, Hair Care, Skin Conditioning & Moisturising, Sun Care, Face Cleansing, Advent Calendars and Facial Beauty Devices

Big Brands – K-Beauty has a Big Day

Korean brands lead the top-performers on Amazon’s Big Deals Day

Amazon – Highest Brand Value Share Uplift During Prime Big Deals Day Period vs YTD 2026 - Beauty

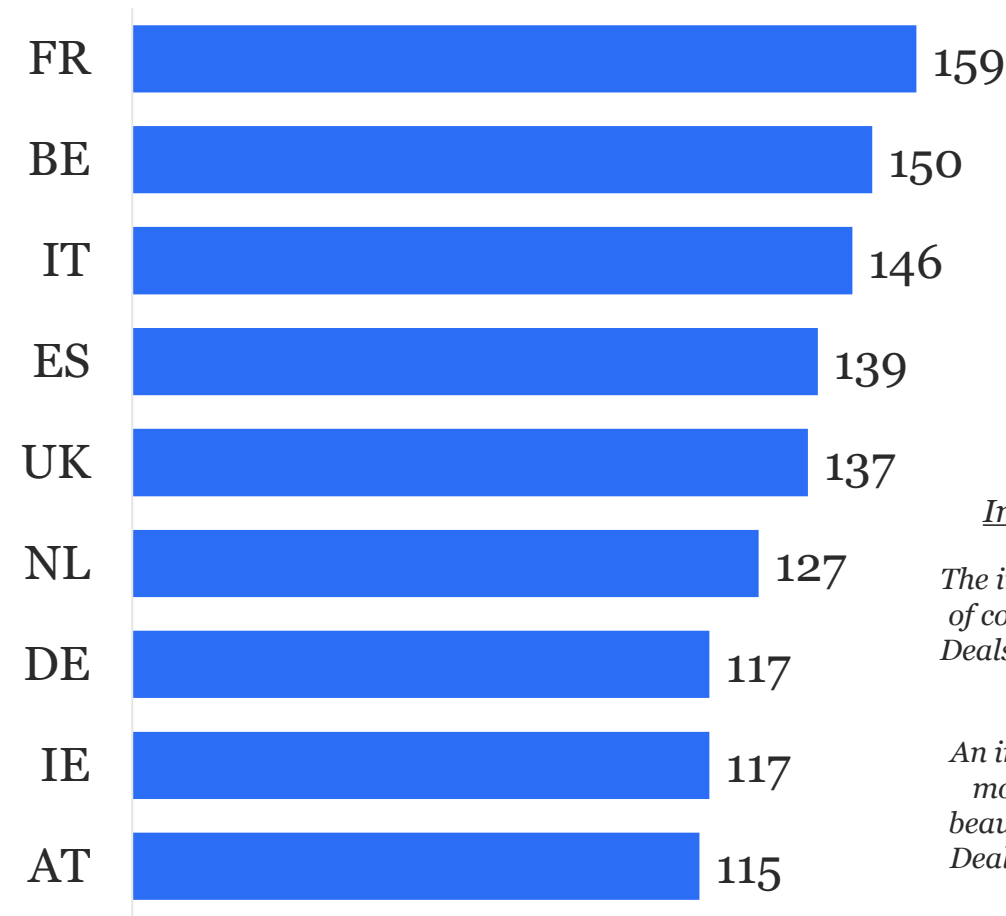
								
medicube ⁺	HUGO BOSS	medicube ⁺	medicube ⁺	medicube ⁺	MAYBELLINE NEW YORK	GUERLAIN	ELEMIS	WELLA
HUGO BOSS	<i>Shark</i>	Biodance	dyson	Biodance	SKIN1004 THE UNTOUCHED NATURE	Biodance	medicube ⁺	LANCÔME PARIS
COLORWOW	medicube ⁺	ghd good hair day	Biodance	celimax	KÉRASTASE PARIS	BaByliss [®] PARIS	REVLON [®]	GIVENCHY

Source: NIQ Digital Purchases | Uplift in Share of Beauty Value on Amazon during Prime Big Deals Day Period vs YTD 2026 to 12th October | Beauty = Cosmetics, Fragrances, Hair Care, Skin Conditioning & Moisturising, Sun Care and Face Cleansing

More Consumers Engaged with Beauty's Big Deals in 2026

Big Deals days are an opportunity to recruit shoppers into the beauty category and retain loyalty

Index of Customer Base Big Deals Days 2026 vs 2025 – Beauty



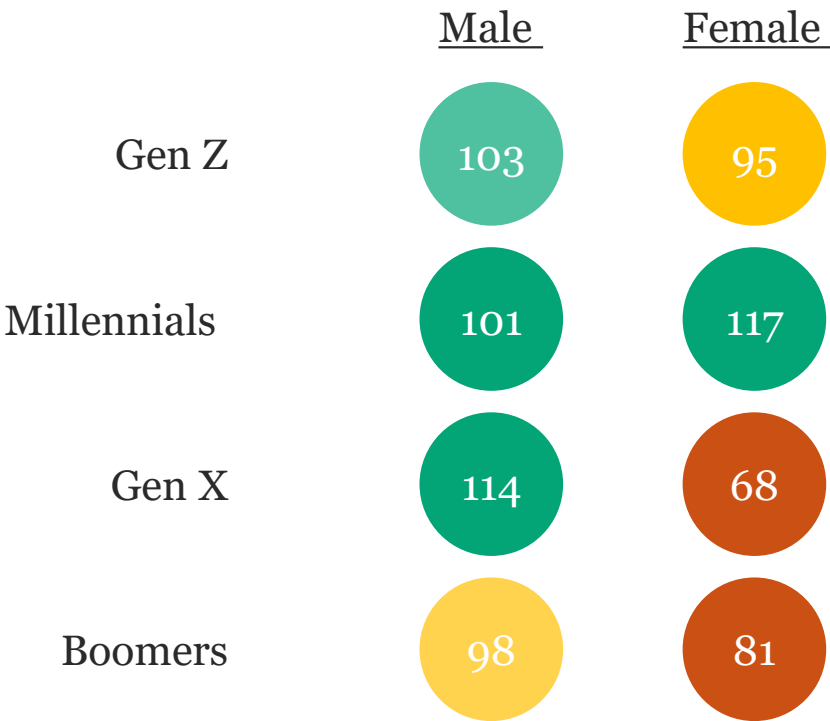
Index of Customer Base

The index indicates the number of consumers shopping on Big Deals Days 2026 relative to the event in 2025.

An index of 120 means a 20% more consumers shopping beauty on Amazon during Big Deals Days than the previous years



Contribution to Total Beauty Spending on Amazon – *Index Prime Day period vs YTD 2026*



Source: NielsenIQ Digital Purchases – 6th to 7th Oct 2026 vs 7th to 8th Oct 2025 | Beauty = Cosmetics, Fragrances, Hair Care, Skin Conditioning & Moisturising, Sun Care and Face Cleansing

Medicube's Big Deals Days Successes

The Korean brand had multiple best-selling products across the sales event as the brands popularity continues to grow



#1 Beauty Brand on Amazon during Big Deals Days 2026



#1 Beauty Brand on Amazon during 4-day Prime Day June 2026



 #1 UK



 #9 IT



 #6 IT



 #8 UK



 #3 ES



 #1 ES



Source: NielsenIQ Digital Purchases Latest – Amazon Big Deals Days period 6th to 7th October 2026 – best-selling items by value

Hot Products

The best-selling brands on Big Deals day ranged from tech tools to seasonal shopping

Facial Beauty Devices



Hair Tools



Early Advent Calendars



K-Beauty Hype



Big Brand Favourites



Source: NIQ Digital Purchases | Prime Big Deals Day Period 6th to 7th October | Selected best-selling items during 2-day sales event – UK, France, Germany, Italy, France, Netherlands, Belgium, Ireland, Austria

Want to Know More?

NIQ *Digital Purchases*

One platform to unlock data from the world's largest online consumer panel

- Understand market shares and trends
- Discover best-selling vendors or products
- Analyse marketplaces
- Optimize price, delivery and discount
- Understand share of wallet, loyalty, and churn
- Correlate consumer profiles with sales
- Access ad hoc market data

Contact Our Online Beauty Expert To Know More



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