



THE MECHANICS OF COSMETIC DISTRIBUTION

MINIBOOK 2022

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Introduction

In essence, beauty products are meant to be smelled, touched and tried before purchase. For years, physical stores have reigned supreme in the cosmetics industry... until the arrival of the Internet. Initially shy, this new channel has gained favor with consumers because of its many practical aspects despite the impossibility of testing cosmetics before ordering. For a few years, these two channels coexisted, both responding to the different needs of consumers.

In 2020, the Covid-19 crisis has severely impacted the beauty industry. Perfumeries and other selective distribution channels were forced to close their doors for a few months. The general public has thus massively resorted to the Internet to continue buying cosmetics. E-commerce has had to adapt to meet the ever-increasing flow of orders, as well as to offer a customer experience as pleasant as in physical stores.

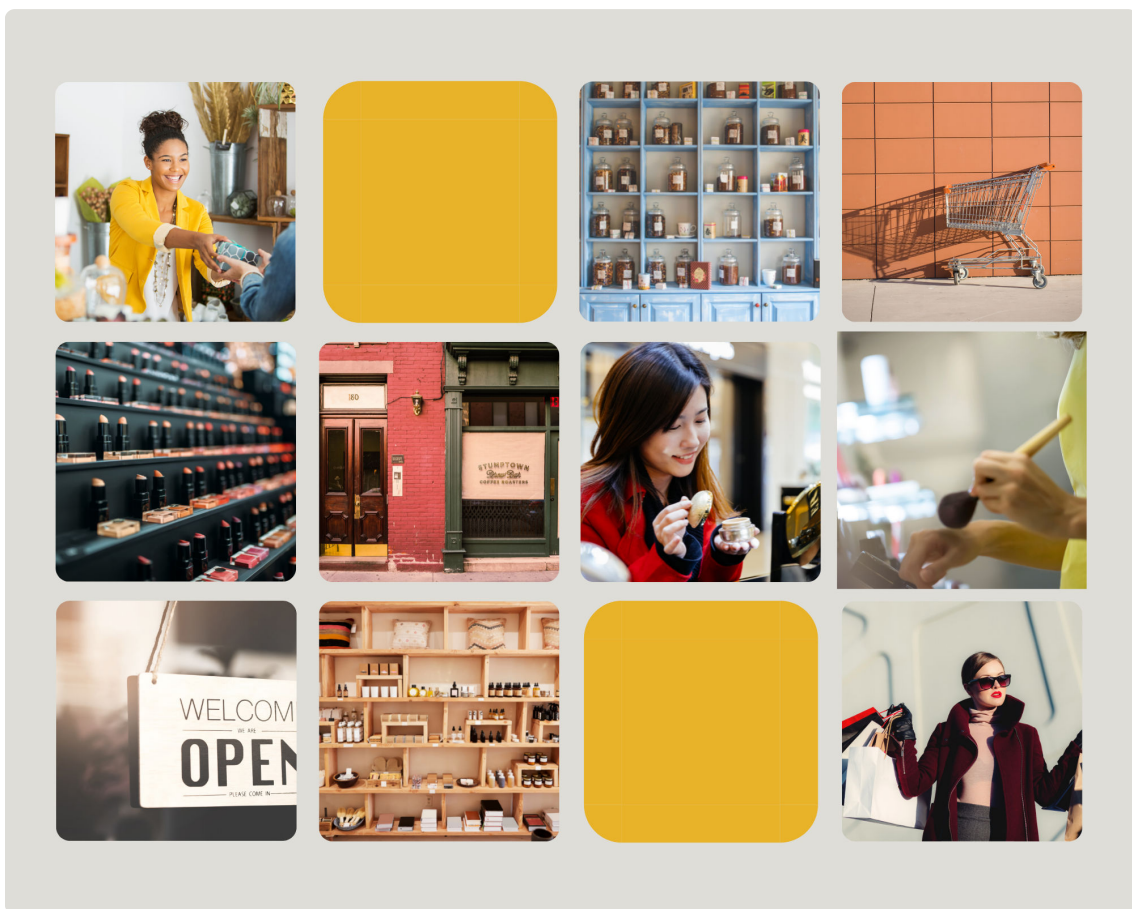
On its side, the retail industry also had to face some challenges when health restrictions were lifted. How to encourage consumers to return to the store? How to ensure customer safety in the face of a global pandemic? How can we make the shopping experience more dynamic?

This dossier takes stock of today's physical and online distribution. It takes stock of the improvements that have been made and that still need to be put in place to continue to satisfy consumers. It provides insights into the expectations of the general public.

It also focuses on future channels such as bulk for in-store sales or social networks for digital commerce.

Physical distribution

While e-commerce exploded during the health crisis, everyone predicted the fall of physical retail outlets. However, as soon as the restrictions were lifted, consumers returned to stores. Nevertheless, at a time when the general public is used to having everything within reach of a click, physical distribution must reinvent itself and propose elaborate concepts that go further than what we already know.



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