

PriceSpider

Shoppable Media Solutions

PriceSpider's Health & Beauty Industry Snapshot – 2025

Maximizing growth in a shifting
Health & Beauty space





The Health & Beauty industry is undergoing a major transformation, driven in large part by evolving consumer behaviors, digital-first shopping habits, and the rise of social commerce.

Brands must perfect their omnichannel strategies in order to capture demand, maximize conversion, and accurately track success across every touchpoint. This exclusive preview of our upcoming industry report explores some of the key insights shaping the industry and offers actionable takeaways to stay ahead.

Taking Control of the Shopper Journey

Consumers now expect seamless shopping experiences wherever they engage with brands. Shoppable solutions enable brands to optimize every touchpoint for conversion, making it easier than ever for shoppers to purchase their items, and ensure all media drives performance. Here are a few ways for Health & Beauty brands to take advantage:

- ➔ **Pick a channel to make shoppable: Social media, brand.com, search, TV, email, and more.**
- ➔ **Choose where to direct shoppers and manage their retail experience: product detail pages (PDP), landing pages, direct-to-retailer, or straight-to-cart.**
- ➔ **Measure ROI and capture full-funnel shopper insights: Gain visibility into performance across platforms.**

Social: The Leading Channel for Product Discovery & Research

Social media continues to dominate as the leading online channel for product discovery and research in 2025. The brands that master social commerce will be able to influence both online and in-store purchases the most and, as a result, sell more.

- ➔ **246 million active social media users in the USA (72.5% of the population). 76% of whom say they've made a purchase based on something they saw on social platforms.**
- ➔ **While 70% of all sales are digitally influenced, 57% of these end in-store.**

This highlights the importance of integrating social media into a seamless omnichannel strategy, ensuring that digital engagement leads to conversion – either online or at a preferred retailer.

Prioritizing TikTok & Instagram for Maximum Engagement

TikTok and Instagram are currently the most effective platforms for Health & Beauty brands to connect with their customers, with PriceSpider users seeing dramatically higher purchase intent rates on these platforms compared to industry averages:

- ➔ **PriceSpider clients drive the highest purchase intent rates:**
 - 📷 **Instagram: 4.20% vs. 0.90% (industry avg.)**
 - 🎵 **TikTok: 3.50% vs. 0.82% (industry avg.)**
- ➔ **Skincare brands on TikTok saw a 132.3% YoY fan growth rate.**
- ➔ **92-99% of the top 100 most engaged Health & Beauty posts were on TikTok & Instagram.**

Brands investing in these platforms can tap into high-intent audiences and drive meaningful engagement while also using social media as a testing ground for wider campaign optimization.

PriceSpider solutions are channel and platform agnostic helping brands stay relevant to where shoppers are shopping.

Understanding Shopper Preferences by Retailer

Once a shopper clicks on a Shoppable landing page, we analyze which retailers get the highest click-through rate, giving us an idea of shopper preferences.

- ➔ **Perhaps unsurprisingly, Amazon dominates purchase intent & click-through rates:**
 - 📘 **On Facebook, 24.1% of purchase intent went to Amazon, with 50.9% of actual retailer clicks leading to Amazon.**
- ➔ **However, retailer preference varies by category – one Haircare client saw much stronger conversion rates at Walmart over Amazon.**

Brands need full visibility into shopper behavior to truly optimize their omnichannel strategies. With deeper knowledge of shopper preferences and platform performance, brands can adjust their digital commerce strategies for maximum efficiency.

Want to dive deeper into these insights and discover more about the trends shaping 2025?

Sign up to receive the [full Health & Beauty report here.](#)

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