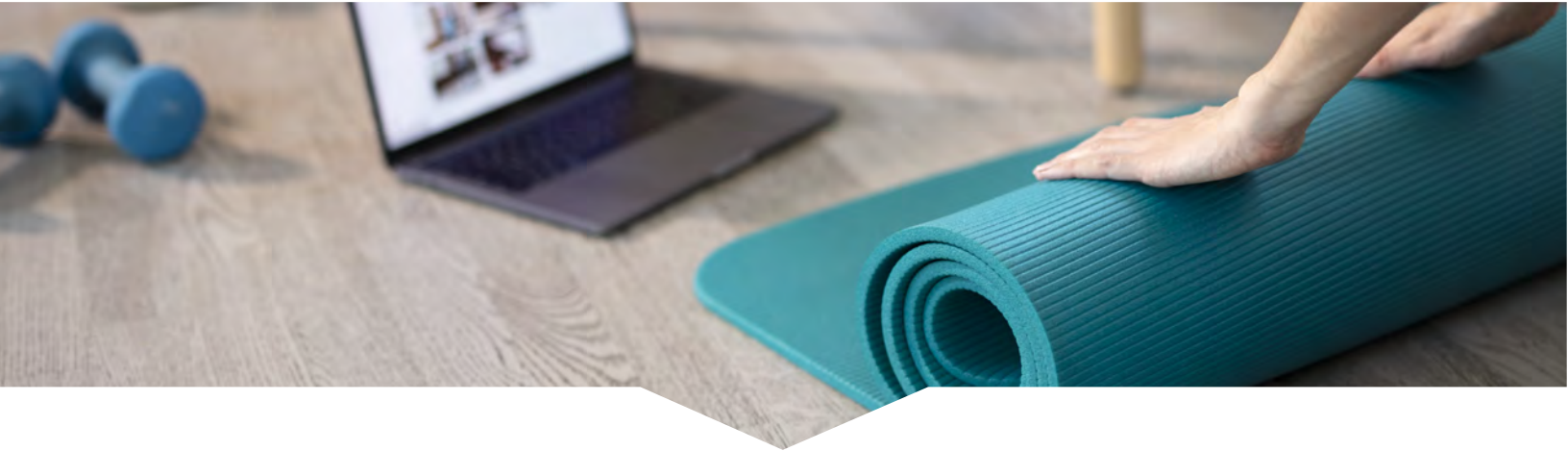




2021 Deep Dive: Personal Care, Health, & Wellness Ecommerce

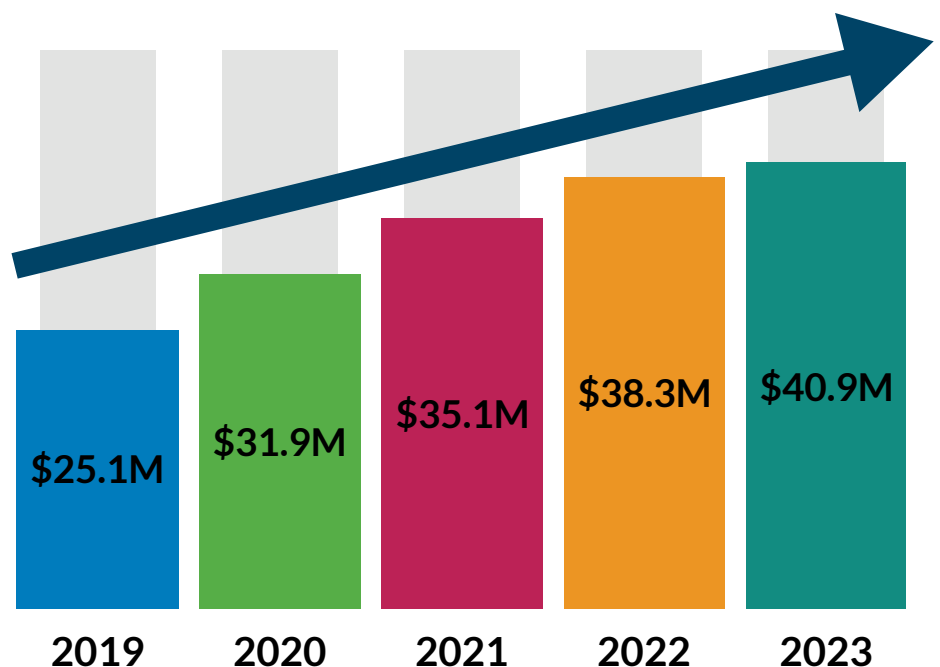


The global health and personal care industry was worth \$116.5 billion in 2020. According to Google Trends, consumer interest in the term “self care” skyrocketed at the height of the pandemic in 2020 before plateauing to current levels. And 79% of consumers say that wellness is important to them.

It's clear that brands in the personal care, health, & wellness industry are positioned to profit in 2021 and beyond.

2021 Personal Care, Health, & Wellness Ecommerce Stats

Online revenue
from personal care
items is projected
to surpass
\$45 million
by 2025.



COVID-19's Impact on the Personal Care, Health, & Wellness Industry

27.1%

Personal care retail ecommerce revenue surged 27.1% in 2020 due to the pandemic and consumers' increased interest in personal wellness.

20.5%

Health and personal care ecommerce sales increased by 20.5% in 2020, blasting past pre-pandemic estimates.

3X

Ecommerce personal care saw record growth of 6% last year due to the pandemic, 3x the growth seen the year before.

\$22.6B

Digital ad spend for CPG is projected to grow 16.4% to \$22.6 billion this year after seeing just 5.2% growth last year.

7.61%

Personal care products will make up 7.61% of total ecommerce sales next year, up from 6.97% in 2019 before the pandemic hit.

Strategies + Tips for Personal Care, Health, & Wellness Brands



Influencer marketing is extremely effective for personal wellness brands since these types of products often require more consideration from consumers. An influencer is someone with an online presence who is able to impact consumers' purchase decisions thanks to the uniquely close relationship influencers have with their followers. Influencer marketing allows your brand to reach your target audience through someone they already know, like, and trust.

In light of consumers' heightened preference for buying products they can trust, being as ethical as possible has also become a crucial component of a successful marketing strategy. If your brand is able to provide more natural, ethically created products, the benefits could be bounteous. In fact, 36% of consumers would choose a more natural skincare option over the more effective one, compared to 21% who would choose effective over natural.

Our experts are here to help you... let's start the conversation:



Does your brand have big goals this year? We'd love to help you achieve them, whether you're looking to increase your Amazon sales, improve your paid search presence, or optimize your website and landing pages.

Reach out anytime by emailing [Wendi Lassiter at wlassiter@roirevolution.com](mailto:Wendi.Lassiter@roirevolution.com) to connect one-on-one to help identify untapped growth potential for your business.