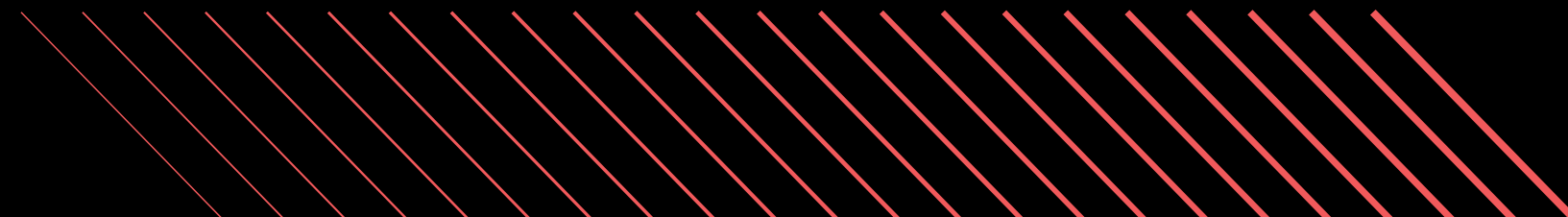
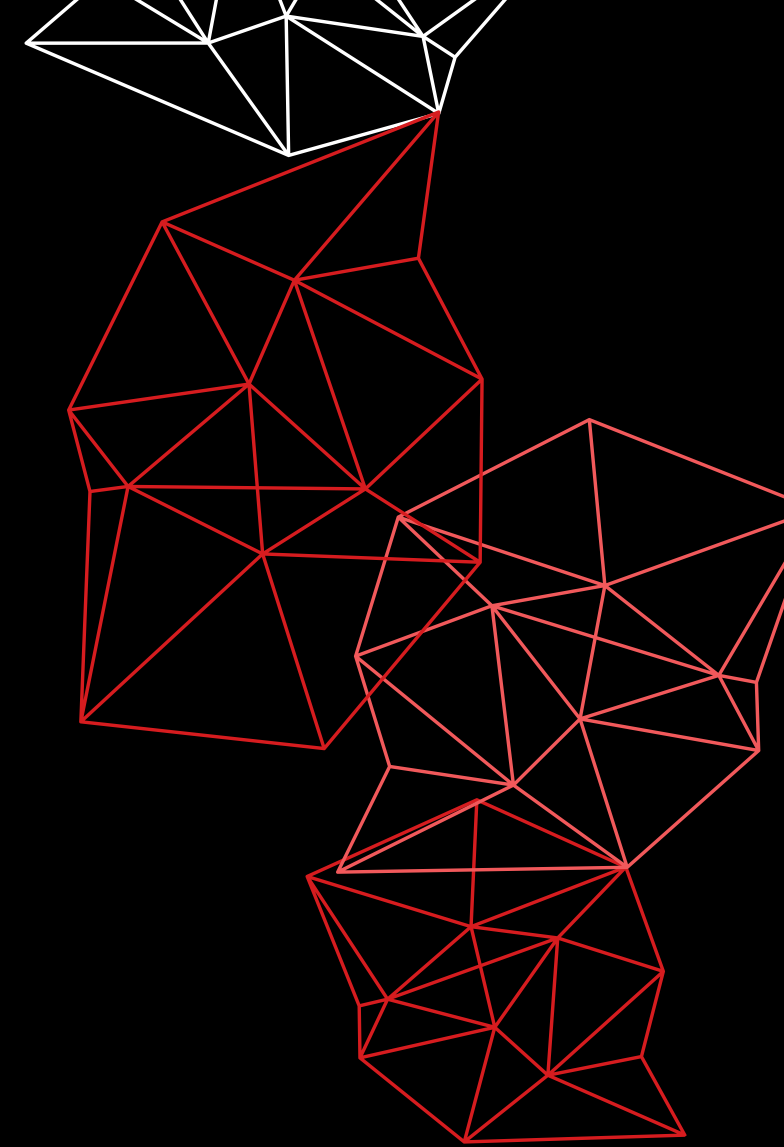


**BV BellaVix**

# ***TURKEY 5***

**BEAUTY CATEGORY:  
BLACK FRIDAY & CYBER  
MONDAY RECAP 2023**

[www.bellavix.com](http://www.bellavix.com)



# TABLE OF CONTENT

This Early Data Comprehensive Report for Black Friday Cyber Monday 2023 is crafted to offer you a glimpse into the most captivating trends, insights, and highlights from this eagerly awaited event.

- **Results** of Amazon's Black Friday Cyber Monday
- **Category** Overview
- **Initial** Internal **Data**
- Brand **Wins** and **Success Stories**



# MORE THAN **9.8 BILLION SPENT** AND **54% OFF** ONLINE SALES WERE ON **MOBILE DEVICES**

According to data from Adobe Analytics, online shoppers set a **new record on Black Friday**, spending a staggering **\$9.8 billion\***. This figure represents a **7.5% increase** compared to the previous year.

According to Adobe Analytics, **smartphones were responsible for \$5.3 billion** in online sales during Black Friday, marking a 10.4% increase compared to the previous year.

**54% of all online sales** were done through **smartphones**. This can be attributed to enhanced shopping experiences that have made completing purchases on mobile devices more convenient.

Additionally, **influencers and social media advertising** have facilitated consumers' feeling **more comfortable** when making purchases on their mobile devices.\*\*

[Source:Adobe.com](https://www.adobe.com)

[\\*Source: Retaildive.com](https://www.retaildive.com)

[\\*\\*Source: CNBC.com](https://www.cnbc.com)



**BellaVix**

# E-COMMERCE PRICE DECREASE OF 6% YOY

The latest data from the Consumer Price Index reveals that there has been a **3.2% rise in prices** for all items over the past 12 months in October. This increase is **slightly lower** than the 3.7% rise observed in the previous 12 months ending in September, **indicating a possible slowdown in inflation.**

According to Adobe's Digital Price Index, eCommerce prices have **consistently dropped for 14 consecutive months**, with a year-on-year decrease of **6%** in October. These declining prices, coupled with a stabilizing inflation rate, could potentially have a positive impact on consumer spending, particularly during the holiday season.

*\*Source: Forbes.com*



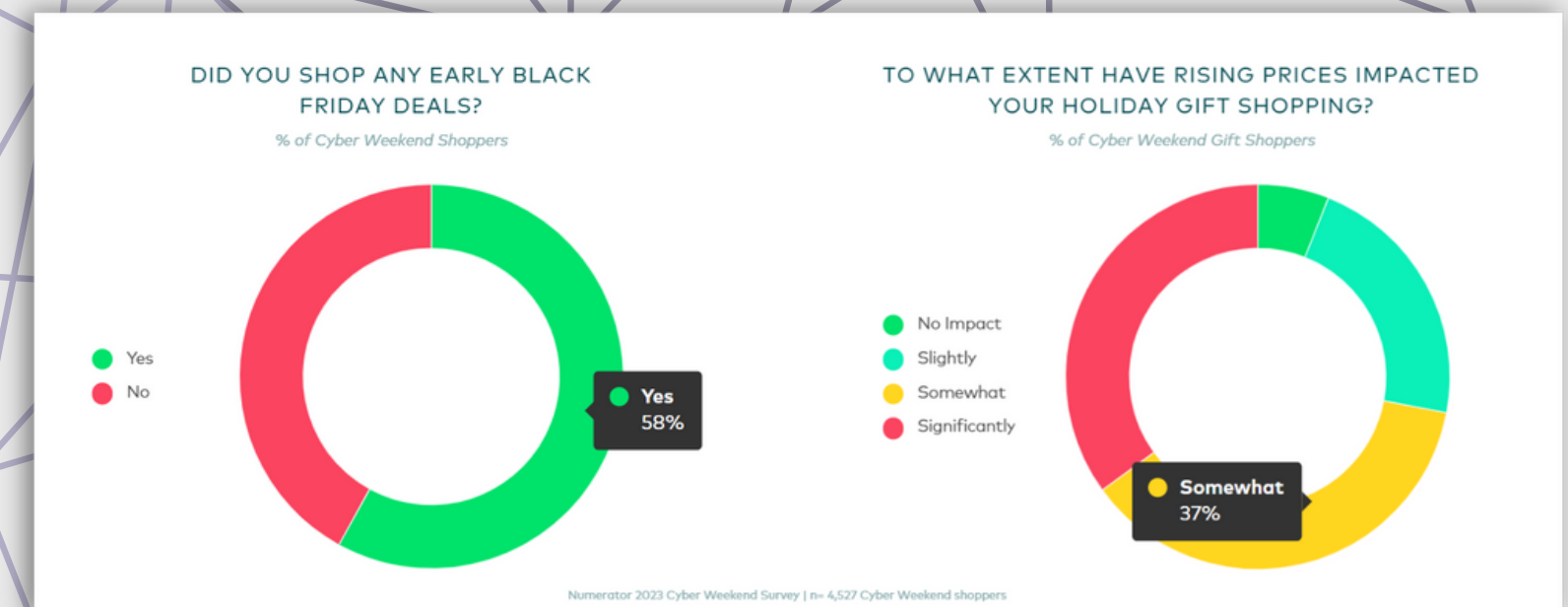
# 89% OF SALES WERE DONE ON BLACK FRIDAY

According to Numerator's early data analysis of Cyber Weekend 2023, **89%** of the shoppers were making purchases during **Black Friday**.

Most of the purchases were **primarily gifts for others (36%)**. **Apparel (66%)** is the most attractive category for gift purchases.

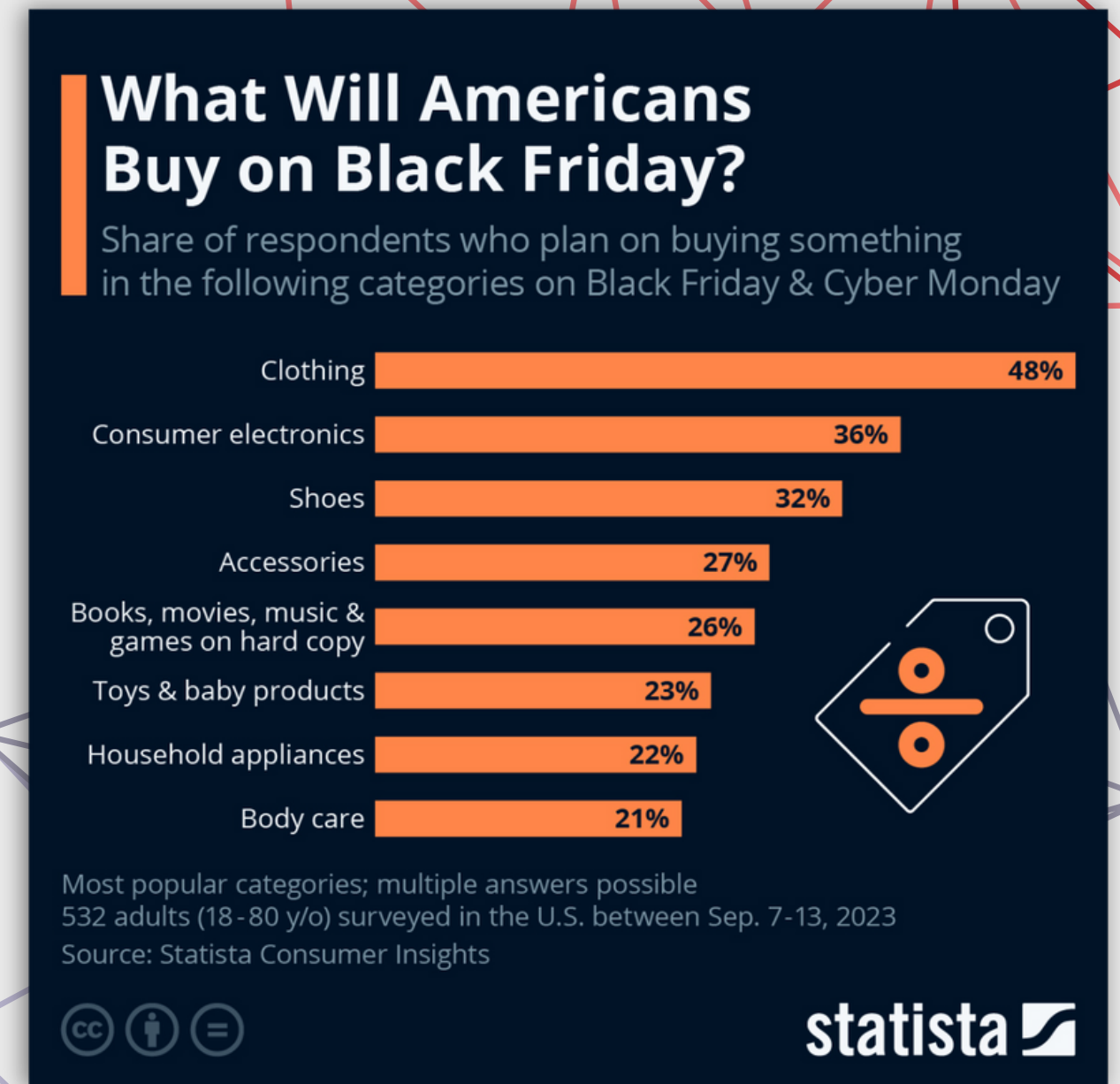
Additionally, **37%** of the people said that inflation and price rises had **somewhat** of an impact and **35%** a **significant** impact on their holiday gift shopping.

*\*Source: Numerator.com*



# 85% WOULD LOVE TWO PRIME DAY EVENTS A YEAR

The most sought-after items for American consumers intending to make online purchases on Black Friday and Cyber Monday were **clothing** 48%, **electronics** 36%, **accessories** 27%, **toys** 23%, and **body care** 21%. These products topped the list of popular choices among those planning to shop during these two major retail events. \*



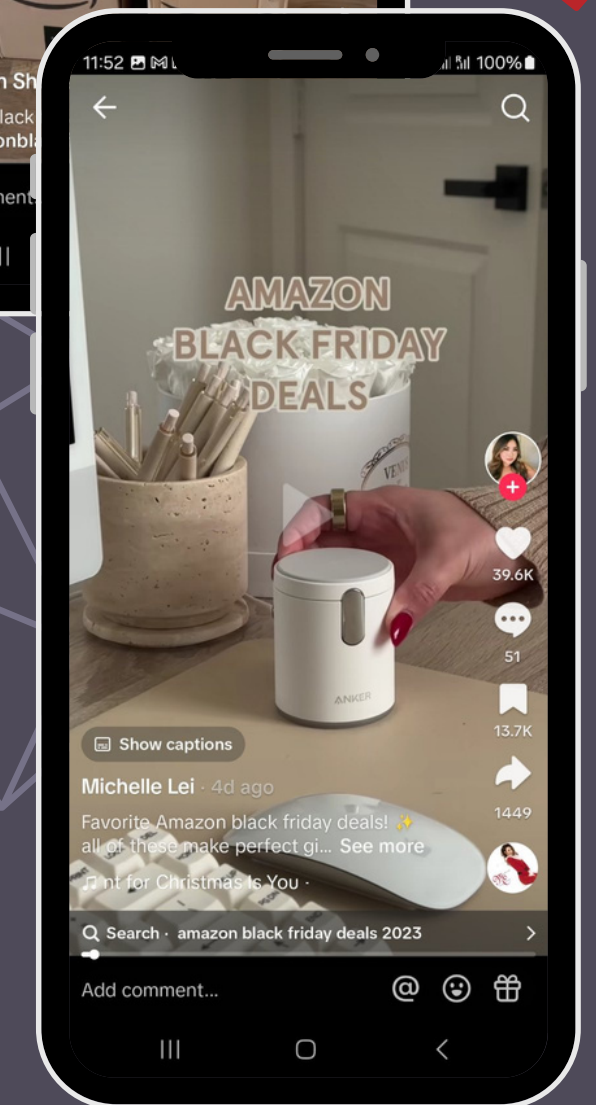
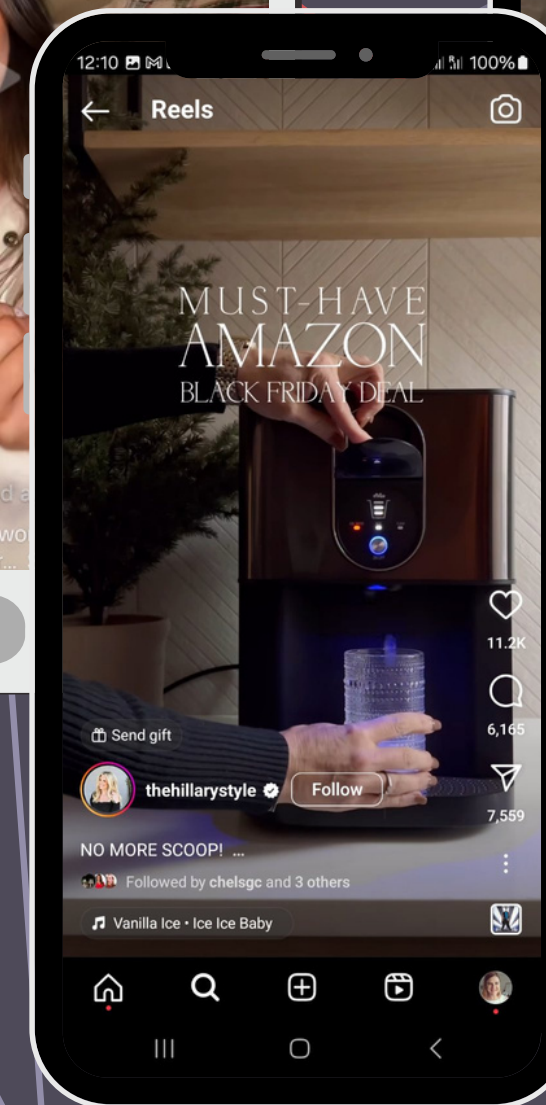
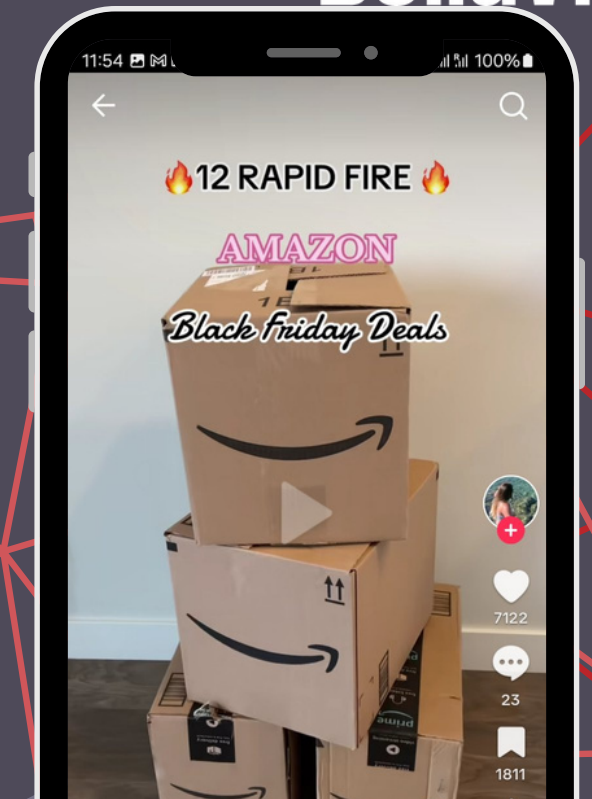
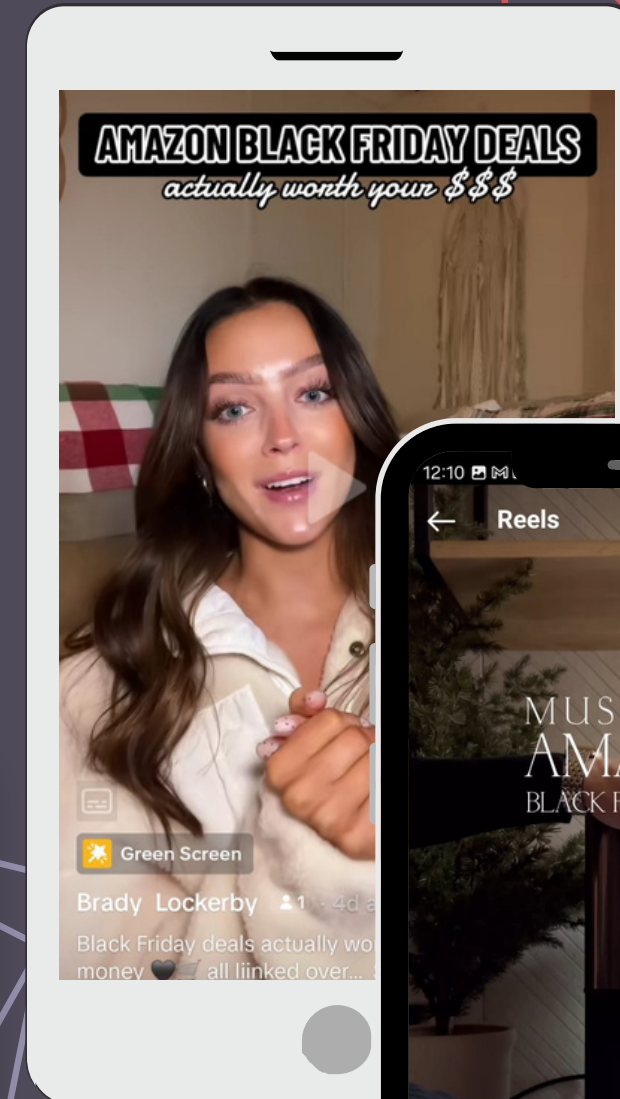
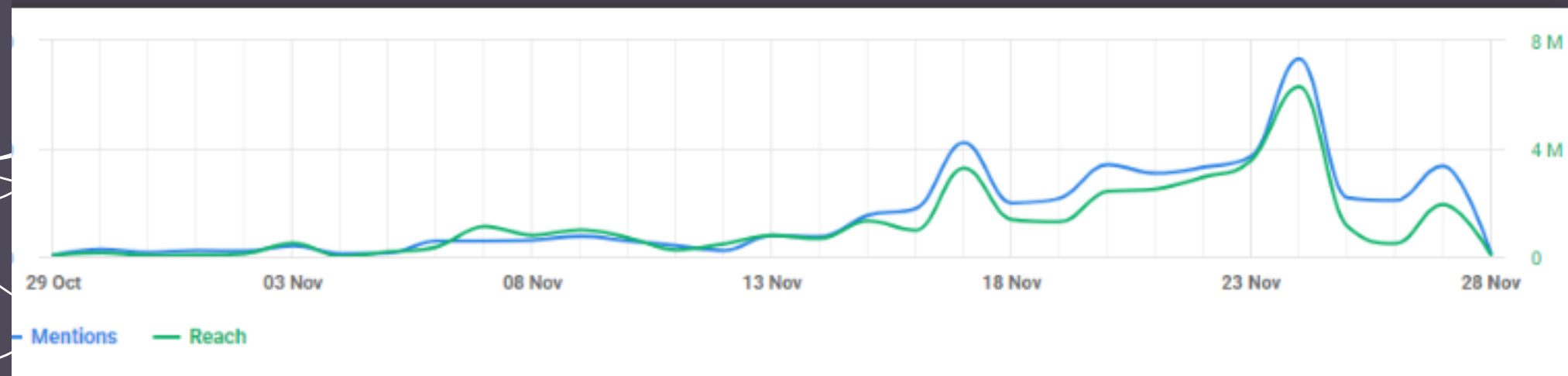
**Buy Now, Pay Later (BNPL)** continues to play a big role in the shopper's behavior. **26%** of shoppers have said that they used Amazon Pay in the past 12 months.\*\*

\*Source: Statista.com

\*\*Source: Statista.com

# WHY INFLUENCERS?

The **role** influencers play in **sharing brand products** is becoming more and **more significant**, as shown in Amazon lives and on Social media presence. The **#amazonblackfridaydeals** had more than **6M** reach on different platforms. On TikTok **#AmazonBlackFriday** had over **106M** views, and on Instagram **#black\_friday** more than **507K** on Instagram.



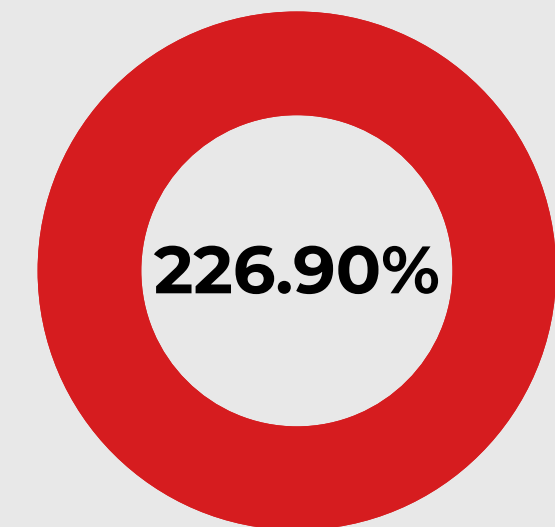
# BELLAVIX INTERNAL DATA

Turkey 5 sales event has shown again that is the busiest time of the year, and for a good reason. Through meticulous preparation, BellaVix clients experienced an average increase of **226.90%** in Total Revenue when comparing Black Friday with month-to-date data, and a **236.91%** increase when comparing Cyber Monday with month-to-date data. Also, **158.21%** in total revenue when compared BFCM weekend (11.24 - 11.27) to the month-to-date data.

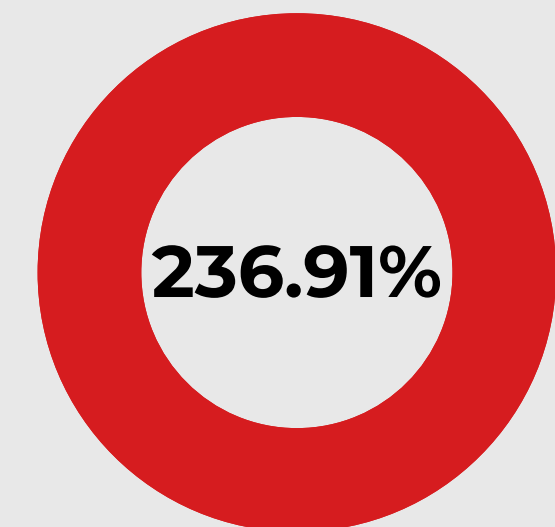
In addition, we saw page views increase by **126.05%**, conversion rate improve by **48.24%**, a **16.13%** increase in cost per click when comparing Black Friday with November month-to-date data.

And, for Cyber Monday with November month-to-date data, we saw increases in page views by **100.51%**, a conversion rate improvement by **45.59%**, and a **15.18%** increase in cost per click.

## Total Revenue



Black Friday '23 vs. November MTD



Cyber Monday '23 vs. November MTD



# BEAUTY CATEGORY OVERVIEW

As the festive season of 2023 unfolds, one sector that has sparked significant interest in the eCommerce landscape is the **beauty industry** on Amazon. This comprehensive report will delve into the sales performance during the Black Friday Cyber Monday 2023 (BFCM) period, shedding light upon the **trends, sales figures, and key takeaways** from this massive event. This report will offer a **holistic view**, highlighting both the **triumphs and challenges** encountered during the BFCM rush. Our journey will weave through the narrative of beauty product sales this season, offering a blend of factual data, insights, and expert commentary.

## Revenue Overview

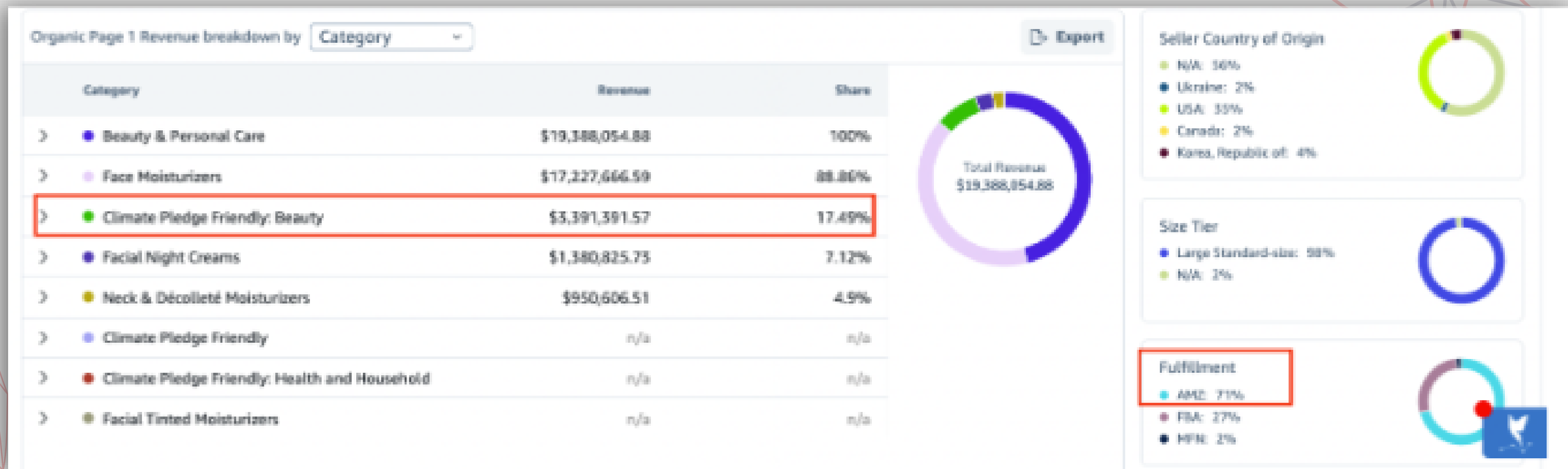
Total Revenue	Avg. Revenue	Avg. BSR	Avg. Price	Avg. Reviews
<b>\$18,540,688.41</b>	<b>\$185,406.88</b>	<b>37,247</b>	<b>\$19.43</b>	<b>10,776</b>

In the last 30 days, the Beauty and Personal Care sector has generated a whopping revenue of **\$18,540,688**. The performance of major brands during this period underlines the pivotal role that large-scale promotions and substantial advertising investments play in attaining market success. The competitive **price point, number of reviews, and widespread recognition** were the steady grounds on which the brands had their promotions that helped in outstanding performance during BFCM.

# BEAUTY CATEGORY OVERVIEW

Examining particular subcategories, such as the **face cream** subcategory, it becomes apparent that **Climate Pledge Friendly** badged products hold 3rd place in overall sales (**17.49%**).

In contrast, the **Face Moisturizers** subcategory generates the most amount of sales. The majority of brands (**71%**) are selling via **Amazon Vendor**.

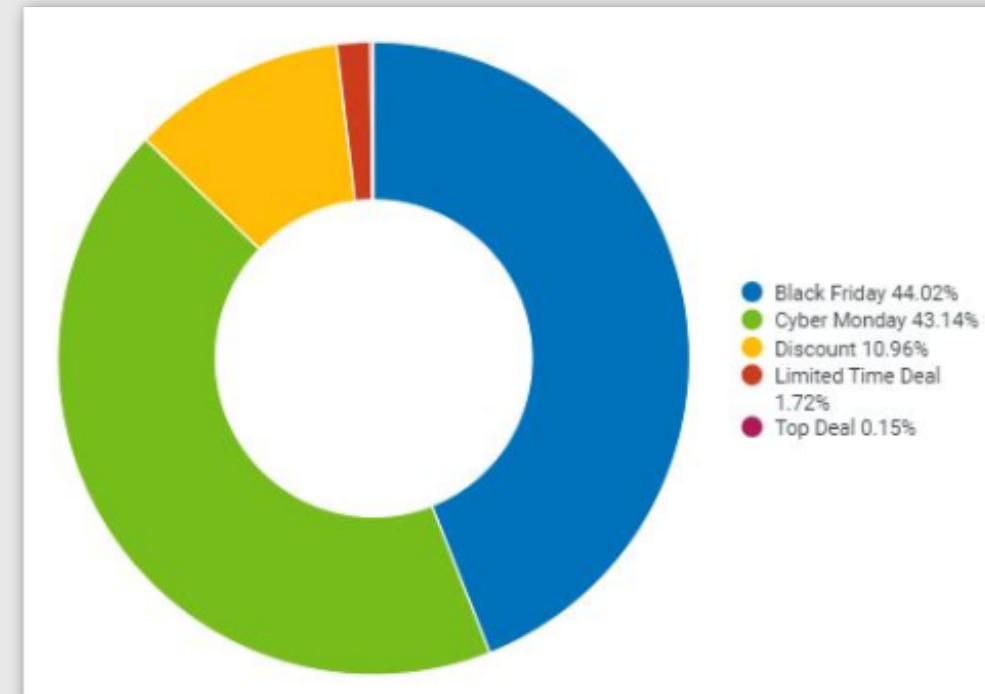
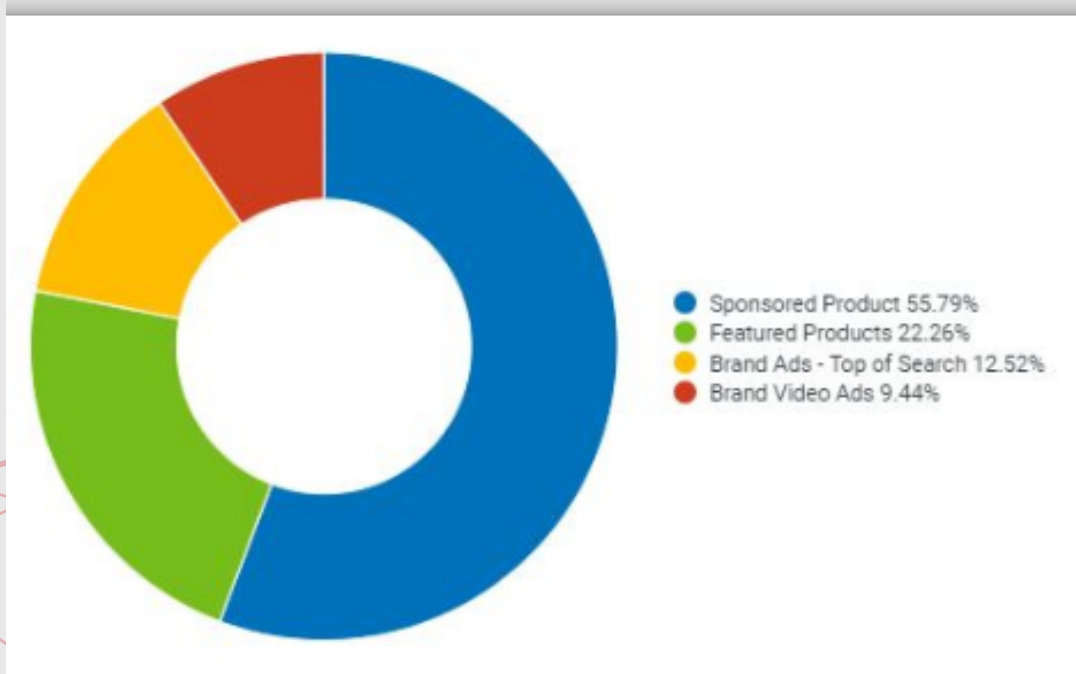
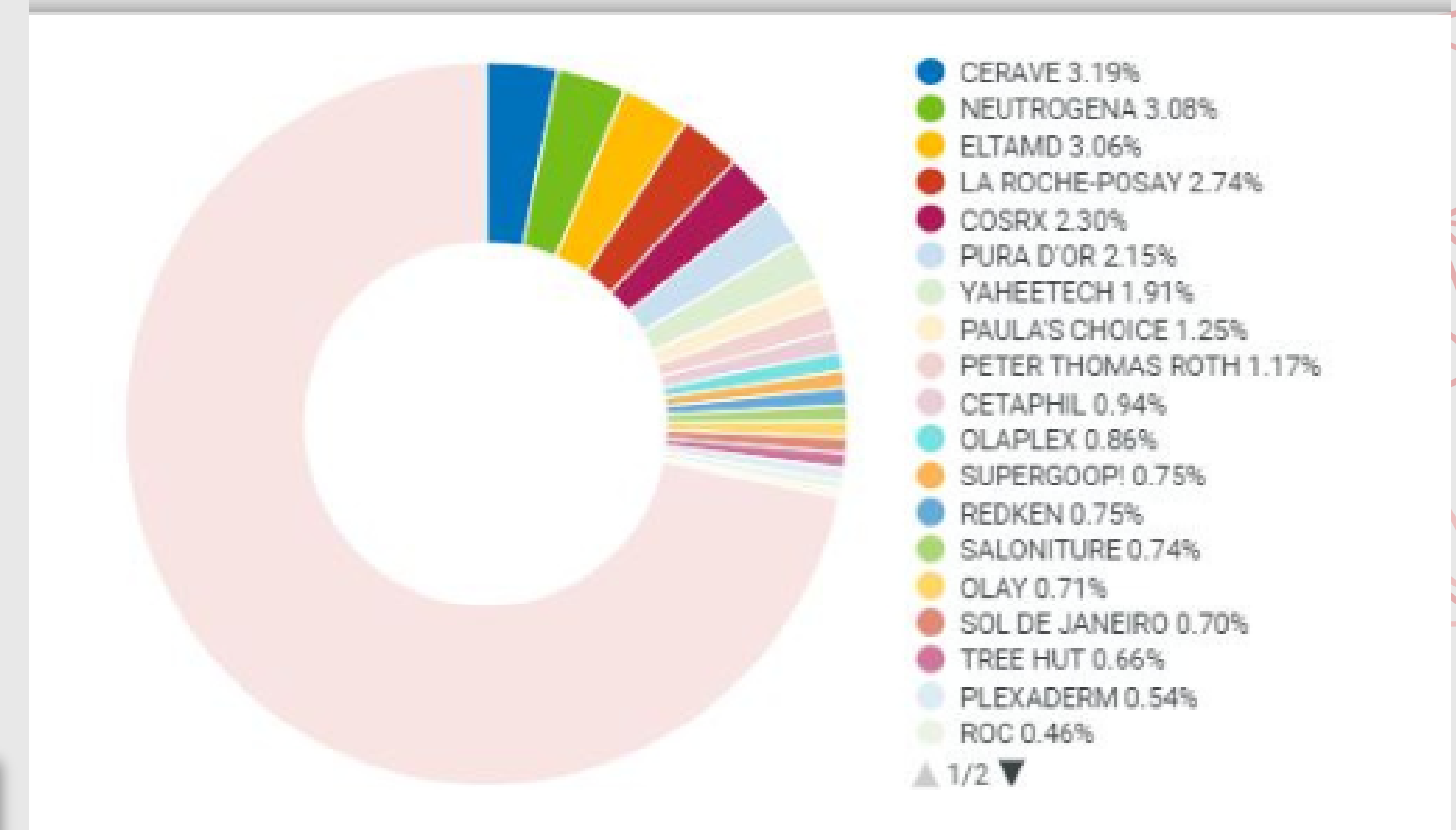


\*Source: Compiled insights from Amazon metrics, Helium 10 analytics, Merchant Spring reports, in-house data, and Analytic Index tracking.

# BEAUTY CATEGORY OVERVIEW

## Market Share and Dominance

Interestingly, just **10 brands** hold a **21.79%** market share in the beauty category. This figure reflects the strength of **brand recognition** and **customer loyalty** in an intensely competitive market. It also underscores the disparity in market dominance, with a handful of brands controlling a significant market share segment. Here's a look at the top 10 best-selling beauty brands during the BFCM period in 2023:

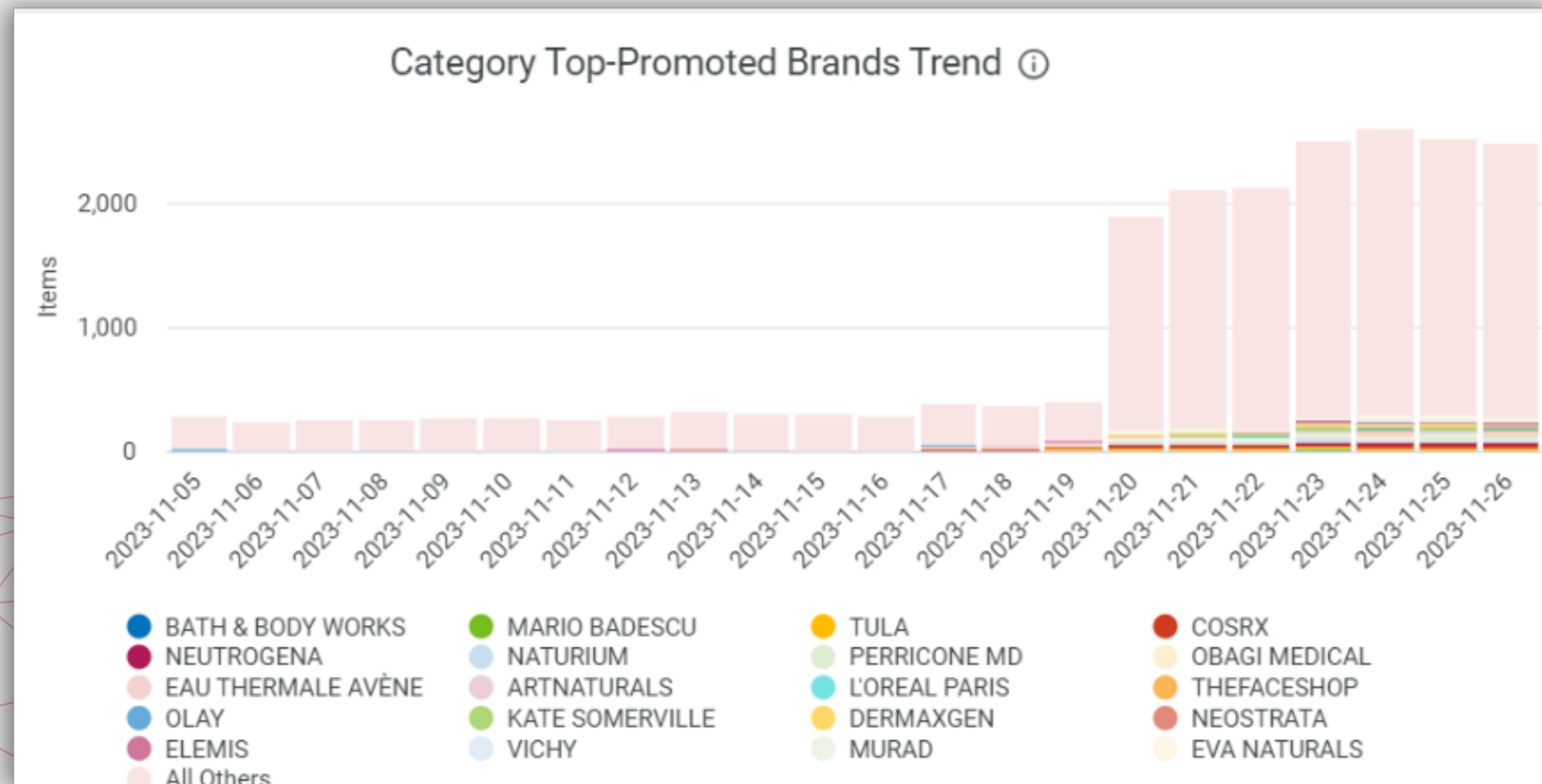


During BFCM, the most notable promo badges were **Black Friday (44%)** and **Cyber Monday (43%)**, encompassing both Best Deals and Prime Exclusive Discounts, followed by regular discounts or strike-through prices (11%). These promotions were prominently advertised via **Sponsored Products ads (55%)**.

# BEAUTY CATEGORY OVERVIEW

## Market Share and Dominance

The market share didn't change much during and before the black Friday and Cyber Monday events. We can also see that sales started to increase days before Black Friday, as most brands decided to launch deals and discounts previous to the event, which resulted in **higher sales from the 20th of November:**



\*Source: Compiled insights from Amazon metrics, Helium 10 analytics, Merchant Spring reports, in-house data, and Analytics Index tracking.

# BEAUTY CATEGORY OVERVIEW

## Key Trends Observed During BFCM 2023

### Aggressive Discounts:

Most discounts over 40% off were claimed before midday during the event days.

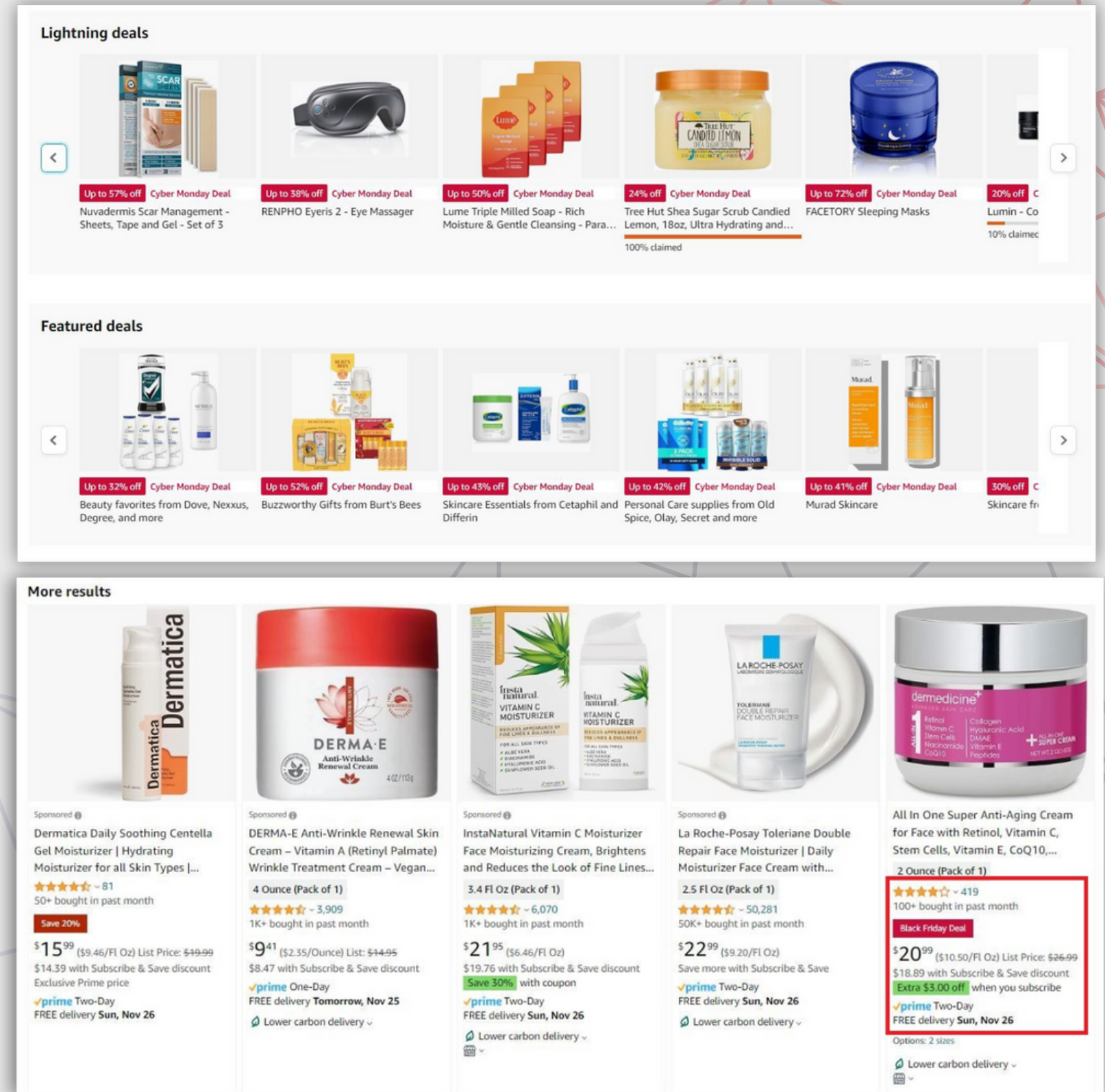
### Overlapping promotions:

A significant number of competitors utilized both Black Friday and/or Cyber Monday deal badges along with

**Subscribe and Save Coupons** or **\$ OFF Regular coupons**. These multiple promo badges in search results were truly attention-grabbing.

**BellaVix**

\*Source: Compiled insights from Amazon metrics, Helium 10 analytics, Merchant Spring reports, in-house data, and Analytic Index tracking.



# BEAUTY CATEGORY OVERVIEW

## Key Trends Observed During BFCM 2023

### Storefront modifications for BFCM:

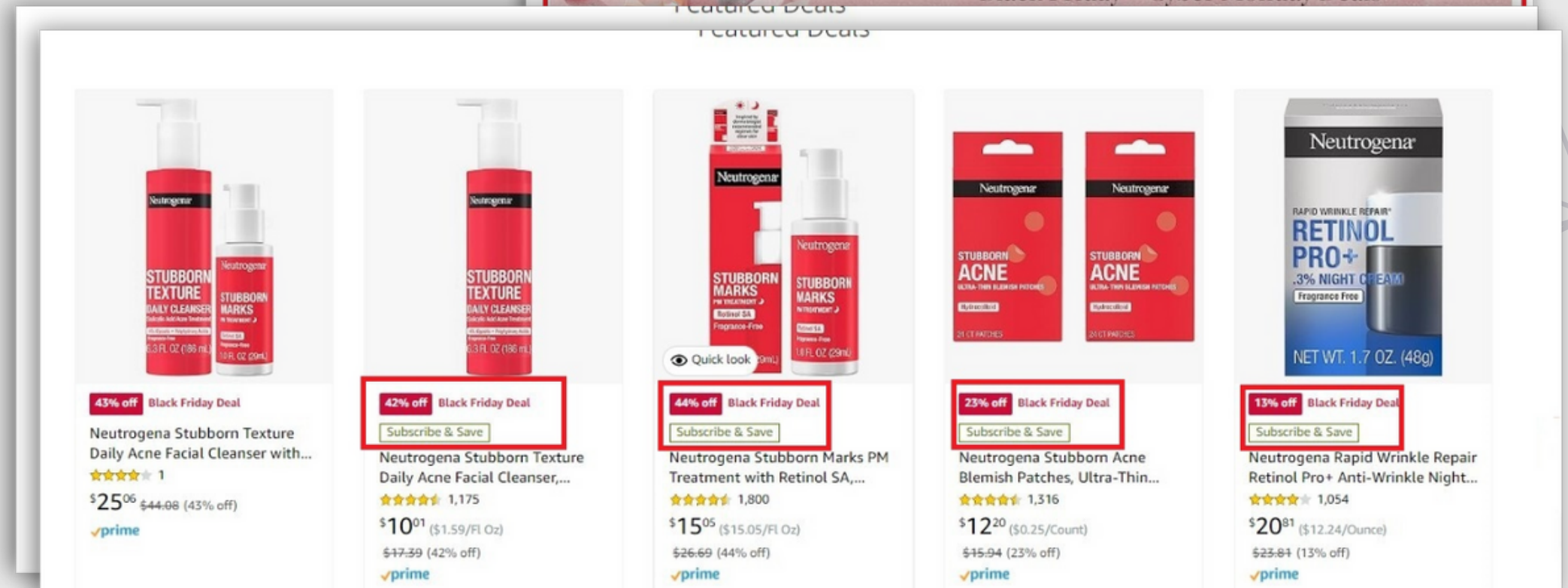
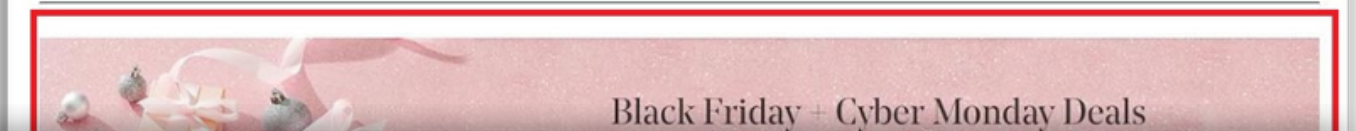
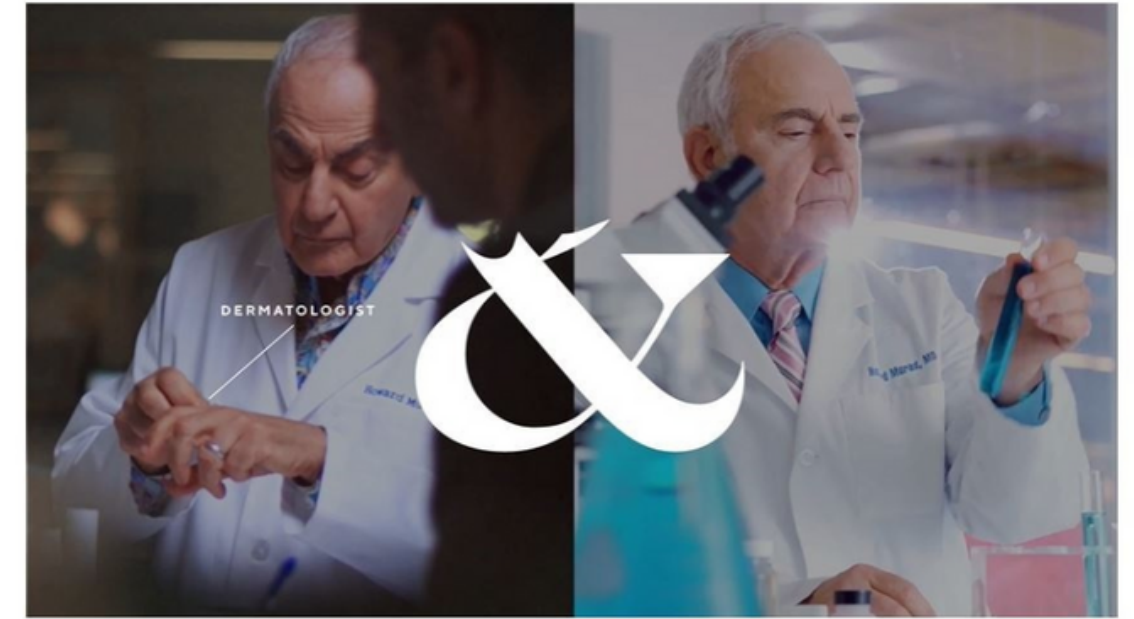
The storefront was refreshed for this special event, with modules on the home page referring to available discounts.

### The prominent presence of deal badges in search results:

The Black Friday and Cyber Monday deal badges were notably visible in search results, particularly in Sponsored Brands and Sponsored Products campaigns.

### Promotion of Subscribe and Save batches by Amazon:

Amazon actively promoted the Subscribe and Save batches.



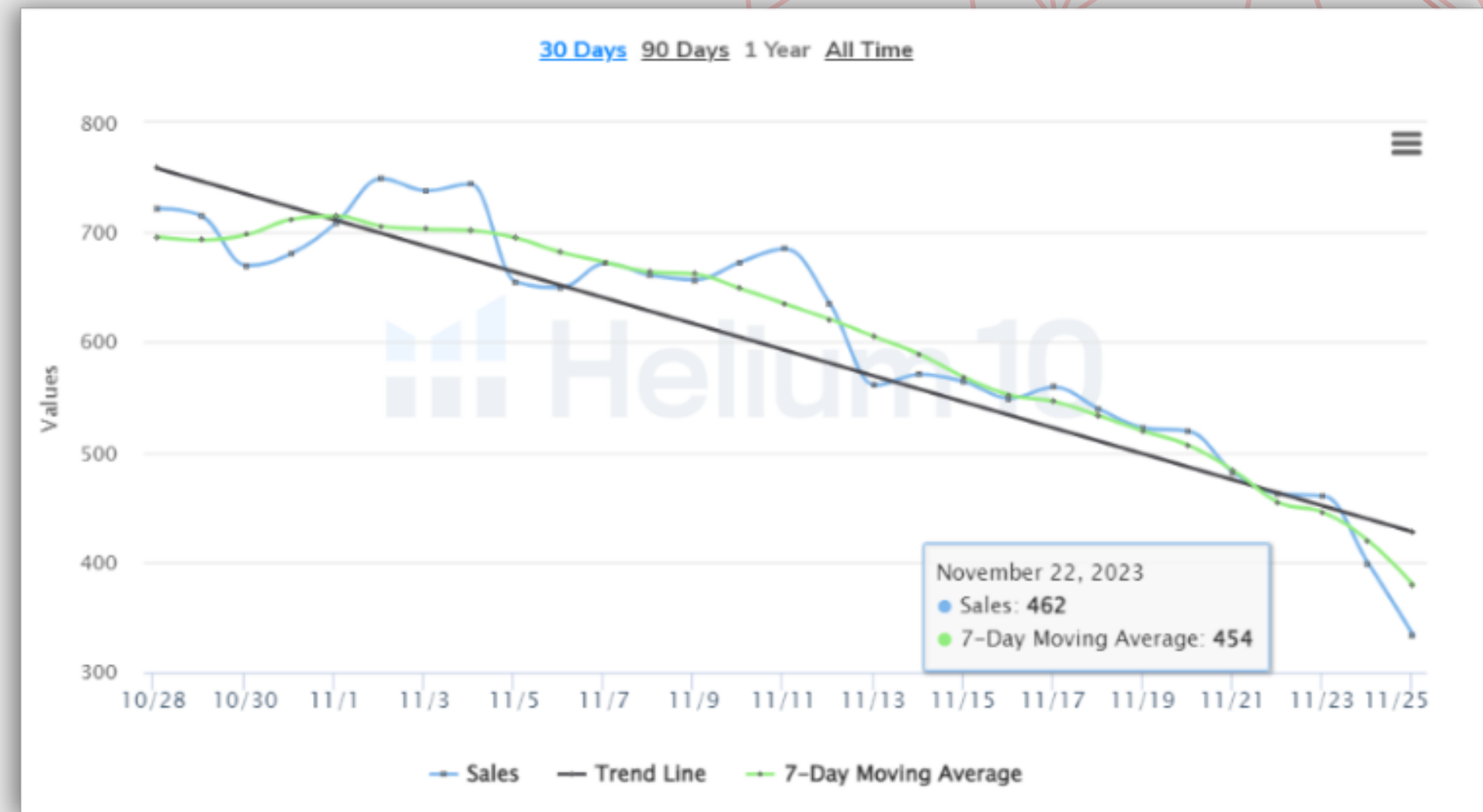
\*Source: Compiled insights from Amazon metrics, Helium 10 analytics, Merchant Spring reports, in-house data, and Analytic Index tracking.

# BEAUTY CATEGORY OVERVIEW

## Key Trends Observed During BFCM 2023

### Lack of promotional campaigns:

Beauty brands that did not run any promotional campaigns generally did not experience a substantial boost in sales. In certain instances, these brands even witnessed a decline in sales.



\*Source: Compiled insights from Amazon metrics, Helium 10 analytics, Merchant Spring reports, in-house data, and Analytic Index tracking.

# BEAUTY CATEGORY OVERVIEW

## Key Trends Observed During BFCM 2023

### Lack of promotional campaigns:

Most brands that provided discounts experienced a notable increase in their sales. The promotion's success was influenced by both, the starting date and the percentage of the discount offered. The greater the discounts, the more favorable the outcomes were.



\*Source: Compiled insights from Amazon metrics, Helium 10 analytics, Merchant Spring reports, in-house data, and Analytic Index tracking.



# BEAUTY CATEGORY OVERVIEW

## Examples of beauty category ads

Elizabeth Arden  
Powerful alone. Transformative Together.  
Save up to 50% on Elizabeth Arden

Cyber Monday Deal  
\$3,710 **prime**  
\$5,400 (30% off)

Cyber Monday Deal  
\$3,710 **prime**  
\$5,400 (30% off)

Cyber Monday Deal  
\$3,710 **prime**  
\$5,400 (30% off)

Sponsored

The Only Hybrid  
SERUM & MOISTURIZER

Blithe Pressed Serum  
Gold Apricot for radiance & brightening  
Crème-Sérum Niacinamide & éclatissime  
BLITHE

Sponsored

Blithe Pressed Serum Gold Apricot Korean Face Moisturizer - Creamy Niacinamide Serum for Natural Glow & Radiance, Freckle Remover & Skin Brightening Cream for Face 1.68 Fl Oz

★★★★☆ ~ 1,505  
400+ bought in past month

Cyber Monday Deal

\$21<sup>22</sup> (\$12.48/Fl Oz) List: \$42.00  
\$19.10 with Subscribe & Save discount

**prime**  
FREE delivery Wed, Dec 6 on \$35 of items shipped by Amazon

Best Seller

Sponsored

COSRX Snail Mucin 96% Power Repairing Essence 3.38 fl.oz 100ml, Hydrating Serum for Face...

3.38 Fl Oz (Pack of 1)

★★★★☆ ~ 60,619  
100K+ bought in past month

Cyber Monday Deal

\$13<sup>99</sup> (\$13.99/Fl Oz) List: \$25.00

Sponsored

Glossmetrics Peptide Glazed Face Serum For Women - Hydrating, Pore Tightening, Illuminating 5%...

1.5 Fl Oz (Pack of 1)

★★★★☆ ~ 25  
600+ bought in past month

Cyber Monday Deal

\$6<sup>99</sup> (\$4.66/Fl Oz) Typical price: \$9.99  
Exclusive Prime price

# BRAND WINS AND SUCCESS STORIES

In today's competitive online marketplace, establishing a robust presence on both Vendor Central and Seller Central can be a game-changer. Here is an analytical review of a successful **hybrid promotion strategy** implemented by a prominent brand (let's call it Beauty Brand) that resulted in a remarkable YoY order growth of **365%** in November.



*\*Source: Compiled insights from Amazon metrics, Helium 10 analytics, Merchant Spring reports, in-house data, and Analytic Index tracking.*

# BRAND WINS AND SUCCESS STORIES

## The Core Strategy

The Beauty Brand, with its presence in both **Vendor Central and Seller Central**, adopted a unique hybrid promotion strategy which involved a combination of **Best Deals on Vendor Central** and **Strike-through pricing on Seller Central**. Simultaneously, **automated pricing rules** were used in Seller Central to protect the brand's catalog from third-party sellers. This ensured that the Beauty Brand was either winning the buy box in Seller or Vendor Central.

## Importance of Inventory Management

The success of any strategy lies in its execution. In this case, effective inventory management played a crucial role. Maintaining a **steady supply of products** was key to ensuring consistent performance throughout the promotional event.

## Investment in Advertising

Beauty Brand's strategy was further reinforced by substantial **investment in different types of Amazon ads**. This included Sponsored Product Ads, Sponsored Brand Ads, and Streaming TV Ads.

# BRAND WINS AND SUCCESS STORIES

## Unprecedented Growth

The effectiveness of the strategy is visible in the sales figures. The data shows a significant increase in sales approximately a week ahead of the event, which further surged during the event period.

Beauty Brand witnessed an unprecedented **365% YoY increase** in total orders for the month of November. This figure stands as a testament to the effectiveness of the implemented strategy.



\*Source: Compiled insights from Amazon metrics, Helium 10 analytics, Merchant Spring reports, in-house data, and Analytic Index tracking.

# BRAND WINS AND SUCCESS STORIES

## The Advertising Strategy

Similar to most beauty brands, our advertising budget was divided into the following advertising campaigns, giving more relevance to the Sponsored Products to appear on the top of search of the results page:

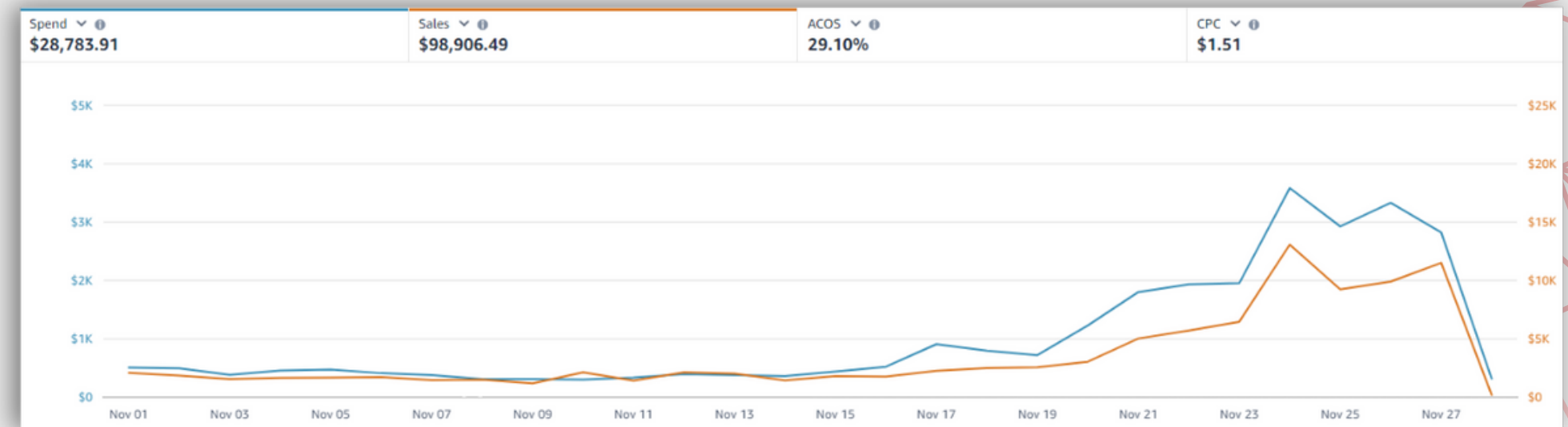
- Sponsored Products: **62%**
- Sponsored Brands: **27%**
- Sponsored Display: **4%**

We targeted the Sponsored Products and Brands campaign with branded keywords, reaching \$17,229.65 in sales and a **Sales Rank below 2,500**.

## Conclusion

The significant success of Beauty Brand hybrid promotion strategy indicates a promising future for such approaches. By employing a combination of diverse promotional techniques and platforms, brands have the potential to maximize their reach and conversion rates.

*\*Source: Compiled insights from Amazon metrics, Helium 10 analytics, Merchant Spring reports, in-house data, and Analytic Index tracking.*



**BellaVix**

# BellaVix

**WE BUILD BRANDS ON AMAZON**

If you are **interested in** learning more we are happy to provide additional references and content. We enjoy challenges and **new opportunities to learn & grow**. We look forward to working together.

**hello@bellavix.com**  
**www.bellavix.com**

