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Hi there,

For Beauty & Personal Care brands, Q1 was a positive quarter: most top-line metrics moved in the right direction year-over-year. But underneath the surface, the category got more competitive, more expensive, and more complex to navigate.

Here's what Q1 data showed for Beauty brands:

- **Competition intensified:** average daily spend grew +7.8% YoY, pushing CPCs up +4.5%, making Beauty one of Amazon's five most expensive categories to advertise in.
- **Conversion stayed flat:** CVR was effectively unchanged YoY, meaning spend efficiency depended almost entirely on how well brands targeted and converted.
- **ROAS barely budged:** at just +1.6% YoY, returns are not keeping pace with the level of spend and competition flowing into the category.
- **Discovery is getting more fragmented:** TikTok and Instagram are directly influencing Amazon search behavior, meaning off-platform trends are driving on-platform demand.
- **Full-funnel execution is now a differentiator:** brands leaning on Sponsored Products alone are leaving growth on the table as the buyer journey gets longer and less linear.

For a deeper dive into what all of this means for your strategy and goals, read our full blog post.

Read the Blog

The Pacvue Team

PACVUE

Powering growth across the commerce universe.