

A woman with dark hair, wearing a white bathrobe and a white towel wrapped around her head like a turban, is looking upwards and to the left. She is applying a white cream or lotion to her right cheek with her fingers. In her left hand, she holds a small, clear glass bottle of the product. The background is softly blurred, showing what appears to be a bathroom or spa setting with warm lighting.

Oaklins

M&A Update

The Beauty & Personal Care market

JULY 2025



Introduction

In 2025, the global beauty & personal care (BPC) market remains on a stable growth path, expanding from EUR 598 billion in 2024 to over EUR 730 billion by 2030. This resilience, paired with rising consumer demand for personalization, wellness, and sustainability, makes the sector attractive for M&A.

Strong sector fundamentals meet active dealmaking

This solid growth is mirrored by a highly active M&A landscape. Investors are drawn to the sector's robust financial metrics — with median EBITDA margins at 16%, EV/EBITDA multiples of 11.6x, and EV/Sales of 1.9x — as well as by its fragmented structure and strong potential for value creation through consolidation, premiumization, and digital innovation.

Strategic buyers are seeking acquisition targets that offer direct-to-consumer capabilities, product authenticity, or proprietary formulas, while financial sponsors are increasingly building BPC platforms with regional or category-specific expansion strategies.

The continued rise of e-commerce — accounting for roughly 35% of global sales in 2024 — and the dominance of mobile channels (already 61% of online BPC purchases) are accelerating change across distribution models.

Simultaneously, the integration of beauty tech — from AI-driven personalization and virtual try-ons to smart diagnostic tools — is redefining consumer interaction and driving conversion rates. These innovations are not only shaping buying behavior but also influencing valuation premiums for tech-enabled BPC companies.

ESG considerations have become essential. Brands with transparent, ethically sourced ingredients and circular packaging solutions are gaining both market share and investor attention. Particularly in categories like clean skincare, fragrance reformulation, and functional wellness products, sustainability and science-driven positioning are emerging as key levers of differentiation and growth.

Against this backdrop, the beauty and personal care sector in 2025 offers a compelling opportunity set for both strategic and financial investors. It combines resilient core economics with rapid innovation and transformation dynamics — making it one of the few consumer segments where long-term defensiveness and near-term M&A momentum go hand in hand.

“The beauty and personal care market is at a highly dynamic turning point in 2025. Driven by sustainability, digitalization, and consumer individualization, the sector offers attractive investment opportunities. The window is open for smart investments in high-margin brands with digital distribution and a clear purpose. Those who act now can position themselves as consolidators or innovation leaders in a fragmented market.”

**DR. LUTZ BECKER, ASSOCIATE PARTNER
HEAD OF CONSUMER & RETAIL AT OAKLINS GERMANY**

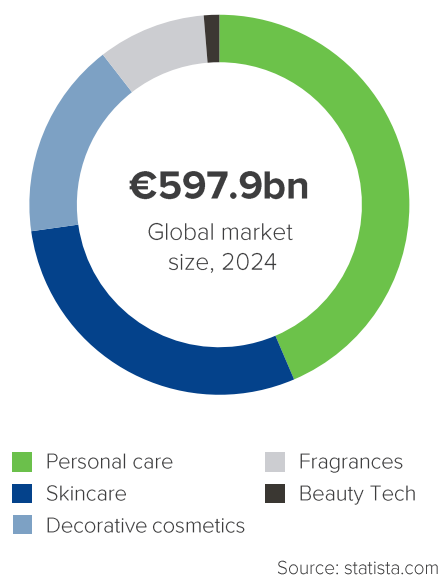


Source: Statista, 7th July 2025

Market overview & trends

In 2024, the global beauty and personal care market has reached approximately EUR 597.9 billion. The sector is expected to continue its steady expansion, growing to around EUR 730.2 billion by 2030, which represents a compound annual growth rate (CAGR) of 3.4%. E-commerce continues to gain momentum, accounting for approximately 35% of total sales in 2024. This trend is being driven by digital innovations such as augmented reality experiences, AI-driven personalization, and seamless online shopping platforms. It is anticipated that the share of online purchases will continue to rise over the coming years. Notably, around 61% of online beauty purchases in 2024 are already made via mobile devices rather than desktop, a trend that is also expected to intensify.

REVENUE BY SEGMENT



The market is divided into several key segments. The Personal Care segment remains the largest, representing 43.6% of the market, reflecting strong demand for products related to hygiene, body care, and daily routines.

Source: Statista, 7th July 2025

Skincare follows with a share of 29.2%, highlighting consumers' growing focus on wellness, anti-aging solutions, and holistic health. Other important categories include Decorative Cosmetics (16.7%), Fragrances (9.2%), and the emerging Beauty Tech segment (1.3%), which, despite its relatively small size, offers significant growth potential through digitalization and hyper-personalized beauty solutions.

Several key trends are currently shaping the market and driving demand:

1. Clean Beauty & Sustainability

- **Ingredient transparency and natural formulations:** Consumers are increasingly prioritizing products made with natural, vegan, and ethically sourced ingredients. Transparency regarding product contents has become a decisive factor in purchase decisions.
- **Eco-friendly packaging and refillable solutions:** Sustainable initiatives such as recyclable packaging, reduced plastic use, and refillable systems are becoming industry standards. Brands investing in circular packaging and green innovations are gaining clear competitive advantages.

2. Digitalization & E-Commerce Growth

- **Personalized beauty experiences through technology:** AI-powered product recommendations, virtual try-on tools, and interactive online consultations are transforming consumer engagement and boosting conversion rates.

- **Omnichannel strategies and direct-to-consumer models:** Seamless integration between online and offline channels and the expansion of direct brand relationships are becoming essential to meet evolving consumer expectations.







































3. Premiumization & Wellness Focus

- **Hybrid products combining beauty and well-being:** The market is seeing strong growth in high-end skincare and cosmetic products infused with adaptogens, probiotics, and mood-enhancing formulations.
- **Increased willingness to invest in quality:** Consumers are showing a greater tendency to invest in premium products that promise both cosmetic efficacy and broader wellness benefits.

In terms of geographic distribution, the Asia-Pacific region remains the largest and fastest-growing beauty market globally, fueled by rising disposable incomes, urbanization, and a strong cultural focus on beauty and skincare. North America and Europe continue to represent mature but highly innovative markets, with strong demand for sustainable, clean, and premium products. Meanwhile, emerging markets in Latin America and the Middle East are gaining momentum, supported by younger, digitally savvy consumer bases and growing interest in international beauty trends.

Overall, the beauty and personal care industry demonstrates strong fundamentals, combining stable growth with dynamic innovation — making it a highly attractive sector for strategic investment and M&A activity.

Recent M&A activity

Date	Deal type	Target	Deal description / Investor rationale	Acquirer / Investor
JUL 2025	M&A		 FETTE Pharma AG and Tarek Mueller , have acquired a majority stake in Kencana GmbH , the local distributor of Korean skincare products	 & private investor 
JUN 2025	M&A		 L'Oreal SA has signed an agreement to acquire Color Wow , a provider of hair care products	L'ORÉAL 
JUN 2025	M&A		 Givaudan SA is to acquire Vollmens Fragrances Ltda , a fragrance house retailing perfumes	Givaudan 
JUN 2025	M&A		 Unilever plc has signed an agreement to acquire Dr Squatch LLC , a manufacturer of soap from Private Equity company Summit Partners LP	 
JUN 2025	M&A		 L'Oreal agreed to acquire a majority stake of Medik8 from Inflexion Private Equity Partners . The deal provides an exit for Inflexion , and they will remain as a minority investor	L'ORÉAL 
JUN 2025	M&A		 Private investor and founder Huda Kattan has regained full ownership of the prestige cosmetics brand Huda Beauty after buying back a minority stake held by TSG Consumer Partners	Huda Kattan Private investor & Founder
MAY 2025	M&A		 e.l.f. Beauty has acquired rhode , a fast-growing, multi-category lifestyle beauty brand known for its collection of high-performance, skin-focused products	 
APR 2025	M&A		 Vabel Cosmetique SASU has acquired Groupe Panther SA , a manufacturer of body care products. The deal provides an exit for IXO Private Equity	 
MAR 2025	M&A		 Persan SA is set to acquire Mibelle AG , a manufacturer active in personal care, home care, and nutrition. The deal was agreed with Migros-Genossenschafts-Bund	 
MAR 2025	M&A		 Willow Innovations acquired Chiaro Technology , a women's health app developer, from BlackRock Private Equity Partners through insolvency proceeding	 
FEB 2025	M&A		 Graphit Lifestyle acquired a 20% stake in IONIQ Skincare , a skincare company offering a smart spraying device	 

Source: Mergermarket, 7th July 2025, Dates are announced dates or completed dates

Selected listed players

Company		Market cap ¹ (EURm)	Revenue FY24 (EURm)	EBITDA FY24 (EURm)	EBITDA margin FY24	LTM EV / Revenue ¹	LTM EV / EBITDA ¹
AMOREPACIFIC		5,321	2,539	312	12%	2.0x	8.7x
Bath & Body Works [®]		5,398	7,030	1,440	20%	1.5x	5.5x
Beiersdorf		23,517	9,850	1,596	16%	2.6x	15.1x
COTY SINCE 1904		3,454	5,555	937	17%	1.4x	7.2x
elf BEAUTY		5,969	1,215	159	13%	5.5x	37.2x
INTERPARFUMS, INC.		2,758	880	190	22%	3.0x	13.5x
kaO		17,701	10,210	1,434	14%	1.7x	11.6x
K kenvue		34,216	14,127	3,240	23%	3.4x	14.6x
KOSÉ		1,907	2,003	174	9%	0.8x	9.4x
L'ORÉAL		194,010	43,487	9,642	22%	4.9x	20.9x
SHISEIDO		6,067	5,989	406	7%	1.2x	18.0x
ESTÉE LAUDER COMPANIES		24,751	13,680	2,244	16%	1.9x	9.2x
				Average	16%	2.5x	14.2x
				Median	16%	1.9x	12.5x

1) LTM multiples and market capitalization as of 30th June 2025
Source: Capital IQ, 30th June 2025

Auditors' column

Glow-Mance or slow dance?

Why celebrity beauty still needs a long-term mirror check

Rhode's rocket ride

Hailey Bieber just proved that a three-SKU skincare line can sprint straight into the unicorn club: e.l.f. Beauty is shelling out USD 600 million in cash, USD 200 million in stock and up to USD 200 million in earn-outs for Rhode – barely three years after launch and on the back of an estimated USD 212 million trailing-twelve-month revenue. The press shots showed Hailey in an oversized gray blazer; the tabloids zoomed in on a possible baby bump. Either way, the billion-dollar question now is whether Rhode's Peptide Glaze will still be glistening when those earn-outs mature in 2028.

The billion-dollar mascara mirage

Remember 2019, when Kylie Jenner's USD 600 million deal for 51% of Kylie Cosmetics crowned her the youngest "self-made billionaire"? Coty's subsequent goodwill headaches and a shareholder lawsuit alleging over-valuation suggest the glitter settles faster than the accountants can blink. Meanwhile, sister Kim Kardashian's SKKN stake just boomeranged from Coty back to the Skims mothership – leaving Coty nursing a USD 71 million loss and investors re-thinking face-value math (literally).

When founders hit Ctrl-Z

The latest plot twist: Beauty mogul Huda Kattan bought back the minority stake held by TSG Consumer Partners,



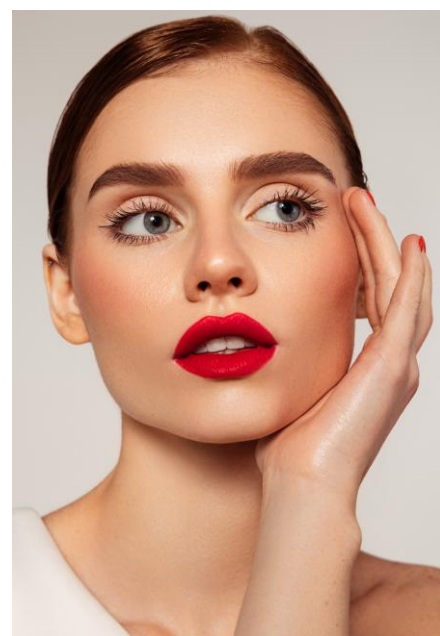
restoring 100% founder ownership of Huda Beauty after eight years of outside capital. Rumor mill says Kylie is eyeing a similar reunion tour with her 51%, proof that some celebs prefer cap-table cardio to quarterly calls. Investors, take note: exit doors can be revolving.

Class valedictorians: Fenty & Rare Beauty

While others juggle valuations, Rihanna's Fenty Beauty posted ≈USD 602 million 2024 revenue on a rock-solid USD 2.8 billion valuation, all while RiRi films baby-bump TikToks and dodges album requests.

Selena Gomez's Rare Beauty quietly crossed USD 400 million in net sales in the twelve months to February 2024 and now wears a USD 2 billion+ badge.

Common denominators: Authentic founder story, broad shade range, and a purpose (inclusion, mental health) that outlives any Instagram filter.



Auditors' column

Boulevard Buzz: Love, lips & lakers

- Kylie & Timothée swapped courtside smooches at a Lakers game, gifting Coty a free “Lip Kit Meets Dune” PR boost.
- Selena flashed her marquise-cut engagement ring to Martin Short at the Golden Globes – Rare’s earned-media value soared faster than her fiancé’s Spotify plays.
- Hailey & Justin keep feeding baby Jack pics to Instagram, quashing divorce gossip and soft-launching Rhode BabyCare in the same swipe.

Moral: Gossip isn’t a KPI, but it sure spikes cart conversions.

Five stress-tests for long-term glow

Ownership agility – founder control accelerates trend pivots (see Huda 2.0).

Distribution depth – DTC hype is nice; Sephora end-caps scale it.

Product density – one viral blush is cool; a cross-category pipeline is cooler.

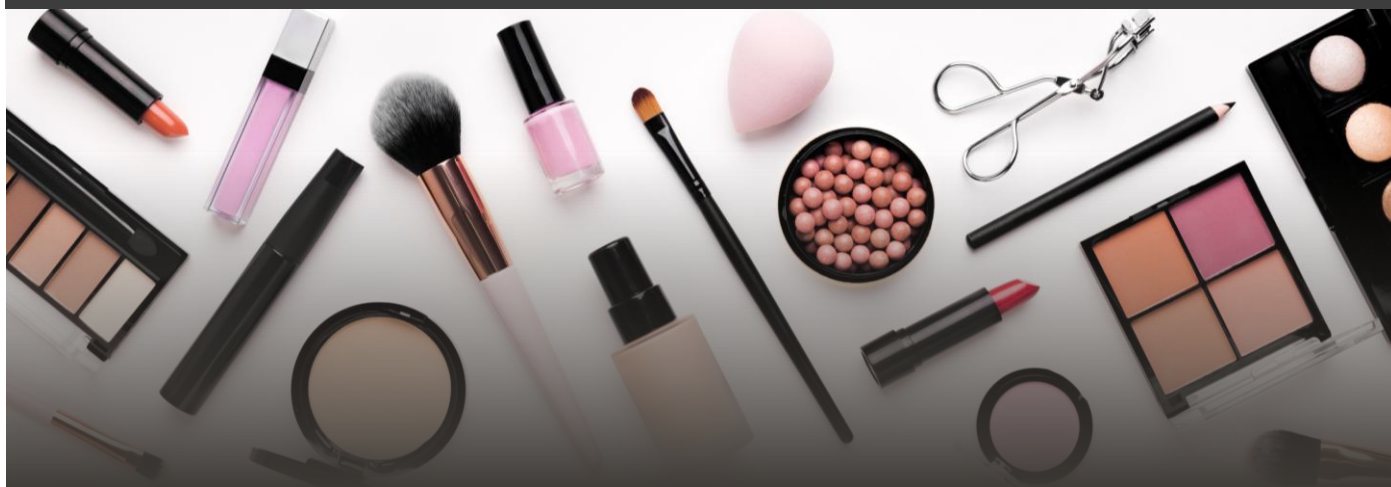
Purpose over persona – mission-driven storytelling builds loyalty beyond the launch party.

Financial hygiene – EBIT may be less sexy than EMV, but the bank prefers it.



Closing score

Rhode’s billion-dollar handshake proves the beauty aisle still rewards a sparkling narrative. Yet glam fades; supply chains and SKU rationalization do not. Kylie, Kim & Coty learned that valuations can smear like cheap mascara. Rihanna and Selena show endurance requires innovation, and an inclusive mission, that hits deeper than a press-trip selfie. Or, as Timothée supposedly whispered while Kylie adjusted her camera flash: “Long-wear beats love-affair.” Here’s hoping the next generation of celeb founders packs plenty of setting spray.




























Source: Oaklins Research

Our track record

Our clients rely on us to help them prepare for their next challenge, whatever it may be. With deep-rooted sector expertise in beauty & personal care, we are able to support you and provide the professional advice required to achieve a successful outcome.

Some of our recent deals completed in the Beauty & Personal Care sector include:

 <p>has sold its consumer products business to</p>  <p>US\$38.6m M&A SELL-SIDE Consumer & Retail/Other Industries</p>	 <p>has sold a minority stake to</p>  <p>M&A SELL-SIDE Consumer & Retail/Private Equity</p>	 <p>has acquired</p>  <p>M&A BUY-SIDE Consumer & Retail</p>	 <p>has acquired a majority stake in</p>  <p>M&A BUY-SIDE Consumer & Retail</p>
 <p>has been acquired by</p>  <p>M&A SELL-SIDE Consumer & Retail</p>	 <p>has acquired</p>  <p>M&A BUY-SIDE Healthcare</p>	 <p>has received an equity investment from</p>  <p>M&A SELL-SIDE Consumer & Retail/Private Equity</p>	 <p>has sold a stake in the company to</p>  <p>M&A SELL-SIDE Consumer & Retail</p>
 <p>has acquired</p>  <p>US\$30m M&A BUY-SIDE Healthcare</p>	 <p>has received a growth equity investment from</p>  <p>M&A SELL-SIDE Consumer & Retail</p>	 <p>has sold its wholly owned subsidiary</p> <p>Hardford Brands AB</p> <p>to</p>  <p>M&A SELL-SIDE Consumer & Retail</p>	 <p>has sold</p>  <p>to</p>  <p>M&A SELL-SIDE Consumer & Retail</p>

Case studies

FLYCAP AND THE FOUNDER HAVE SOLD BIO2YOU TO INVL BALTIC SEA GROWTH FUND

Oaklins' team in Latvia advised the shareholders of Bio2You, a Latvian natural cosmetics manufacturer, on the sale of 100% of the company to INVL Baltic Sea Growth Fund, one of the largest private equity funds in the Baltic region. The transaction involved the sale of a 39% stake held by growth capital fund FlyCap and the remaining 61% owned by the company's founder and CEO, Rita Lagzdina.

Founded in 2009 and headquartered in Riga, Bio2You develops and manufactures a range of natural skincare, haircare, oral care, and bath products.

The company operates under its own brand and also offers private label and contract manufacturing services.

Rita Lagzdina, Founder and CEO of Bio2You, commented: "I envision Bio2You as one of the leading skincare producers in the region, and to achieve this goal, we agreed to partner with INVL Baltic Sea Growth Fund. Bio2You has significant growth opportunities, and now we have a strong backer to support growth to a new level."

Deimantė Korsakaitė, Executive Partner of the Fund, added: "Bio2You becomes our fifth portfolio company. We enter the company envisioning significant growth in this industry."



LABORATOIRES PHYTOGÉNÈSE HAS BEEN ACQUIRED BY INOSTRALE

Founded in 1996 in Villeneuve-lès-Maguelone (France), initially focused on research into phyto-active plants, Laboratoires Phytogénèse has built over 20 years of expertise in developing and producing natural cosmetics.

Acquired in 2014 by Cédric Tournay and Alexandre Jaulin, the company has experienced significant growth over the past seven years. Substantial investment in production facilities has enabled it to double its capacity, while the company has strategically repositioned toward high-potential segments (organic and solid cosmetics).

Through the integration of Laboratoires Phytogénèse, Inostrale aims to consolidate its manufacturing activities by:

- Strengthening its innovation capabilities across its brand portfolio
- Further enhancing product traceability within production processes

Laboratoires Phytogénèse will leverage Inostrale's existing infrastructure to accelerate its growth in the cosmetics market, particularly internationally.

The wellness and nutrition team of Oaklins advised the shareholders of Laboratoires Phytogénèse on the disposal of the company to Inostrale.



About Oaklins

OAKLINS IS A GLOBAL TEAM WORKING SEAMLESSLY ACROSS BORDERS

Our services

From strategic sell-side and buy-side M&A to growth equity and debt advisory – we deliver sharp, tailored corporate finance solutions that drive results. Whatever the challenge, we bring clarity and execution power.

M&A sell-side

M&A buy-side

Growth equity

Debt advisory

Corporate finance

Our strengths

With 800+ top-tier professionals across 60 offices in 40 countries, we combine global reach with local insight. Our deep expertise across 15 industry sectors makes us the go-to partner for complex, high-impact transactions.

800+ professionals

40 countries

60 offices

15 vertical markets

Our results

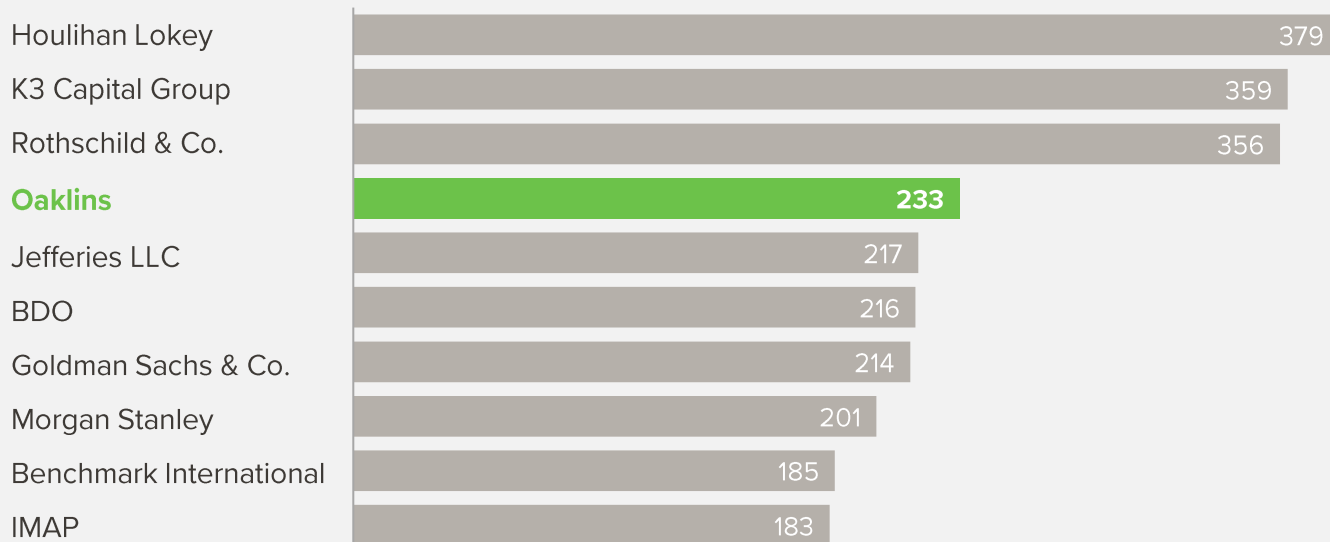
700+ active mandates. 1,700+ deals closed in just five years. Over half of them cross-border. We don't just get deals done – we set benchmarks.

700+ Live-Mandates

50% cross-border rate

League table global mid-market 2024¹

By deal count



¹LSEG Data & Analytics and Oaklins database, excl. Big Four companies

Deep local roots, global commitment

Oaklins brings you opportunities from across the world and we meet you with our expertise wherever you are



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