

# State of Cross Border

Consumer Insights



## Beauty & Cosmetics

### Overview

If you're a merchant or 3PL navigating global growth, this report is your playbook for what's happening now in cross-border commerce. We analyzed cross border shipments of \$100M+ in GMV to surface key trends

### Key Findings and Recommendations

- Beauty & Cosmetics saw a strong peak season with sustained interest throughout the year, driven in large part by social commerce trends.
- The category is especially strong in Europe and North America, where targeted marketing and high consumer engagement fuel growth.
- While less impacted than other verticals by recent Made in China tariffs, cosmetics brands still benefit from DDP shipping to avoid border delays and streamline compliance.

### YoY increase over 2024



**+92%**  
Q1 to Peak

**+47%**  
YoY growth

#### Beauty & Cosmetics

Beauty & Cosmetics saw a 92% surge from Q1 to peak, with sustained interest driving a 47% increase YoY. Emerging markets and social commerce trends are fueling global appetite for skincare, cosmetics, and personal care.

### Top 3 categories by region in 2024



Beauty and cosmetics continue to be a powerhouse category, especially in North America and Europe, where consumer demand remains strong across both premium and everyday segments. These regions are home to highly engaged shoppers who prioritize quality, transparency, and brand identity—making them ideal markets for growth.

## Industry Highlights

### Conversion rate decreases in Q1 2025



18%  
Jan 2025

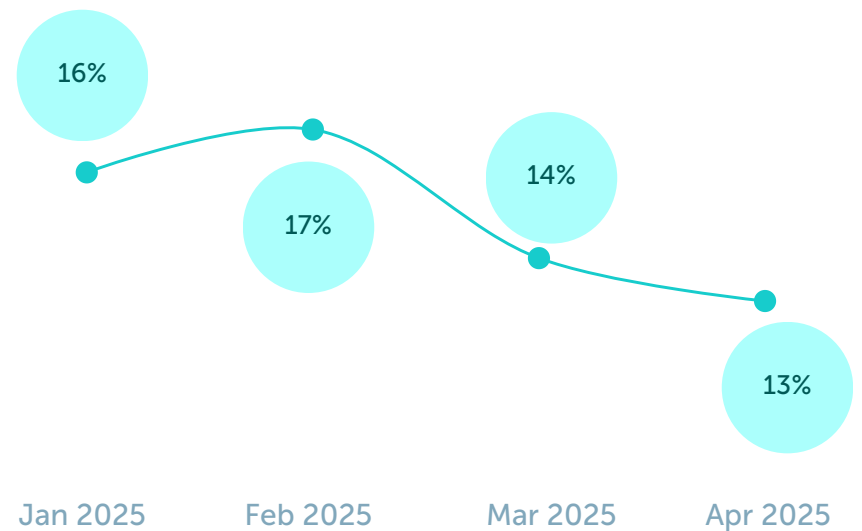
14%  
Mar 2025

#### Beauty & Cosmetics

Beauty, Cosmetics & Fragrance, while still performing above the overall average conversion rate declined from 18% to 14% in the same timeframe. Though often considered essential or luxury-adjacent, these products can carry customs classification complexity and are frequently flagged in inspection, making Delivered Duties paid (DDP) presentation and landed cost clarity critical to maintaining conversion. This category was less impacted by manufacturing in China.

### Compared to all verticals

To maintain conversion rates amid rising landed costs, merchants must rethink how prices are presented. Localized market pricing, a strategy where product prices are adjusted per country and displayed with duties, taxes, and fees already included—can help offset the impact of new tariffs.



With over 80+ data point from merchants like:

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- 15% YoY international revenue increase
- 9% YoY international shipment increase
- 12% international AOV increase

Based on 100M+ GMV shipments • Used by 500+ ecommerce brands • Backed by real carrier and customs data

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