

What **110** Fastest-Growing DTC Cosmetics Brands Get Right *(and Wrong)*

The Problem

Consumers expect more than just pretty packaging.

In the world of DTC beauty, fulfillment is where brand trust is built—or lost.

The Most Eye-Opening Stats

74%

did not send personalized follow-up

11%

gave free samples – 89% big loyalty miss

56%

did not offer global shipping

1 in 4

no packing slip – just guessing

30%

overpackaged – bad for the planet

1 in 10

orders included a damaged item

Some Celebs Shined...Others Lagged!

Even celebrity-led brands in the audit stumbled: No global shipping. No samples. Minimal post-purchase engagement... details in the report!

THE DTC DELIVERY FILES
COSMETICS EDITION

See Full Report for More Eye Opening Stats!

Fame may sell the first order, but fulfillment determines the second.

What Winning Brands Did Right

- Fast and accurate shipping
- Beautiful, brand-aligned unboxing
- Clear post-purchase comms
- Loyalty-building touchpoints

(even a handwritten note!)

perfect

What It Means for the Industry

Fulfillment is no longer backstage—it is the main stage.

Beauty brands need to deliver on experience, not just aesthetics.