

FRAGRANCE AND PERSONAL CARE

## Estee Lauder Companies witnesses surging FY22, assisted by makeup resurgence

August 18, 2022



*Makeup net sales increased among most brands, reflecting a recovery in western markets and a bump in usage. Image credit: Estee Lauder*

By LUXURY DAILY NEWS SERVICE

U.S. beauty group Estee Lauder Companies witnessed an outstanding FY22, reflecting a recovery in bricks-and-mortar stores.

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Full year net sales increased 9 percent y-o-y, with organic net sales increasing by 8 percent driven by double-digit growth in The Americas, Europe and EMEA regions. Skin care once again served as the company's most profitable category, bringing in \$9.9 billion in 2022.

"We delivered excellent results in fiscal 2022, exceeding our expectations in the fourth quarter and achieving record revenue and profitability on an adjusted basis for the year," said Fabrizio Freda, president and CEO of **Estee Lauder Companies**, in a statement.

"Our multiple engines of growth strategy proved invaluable amid pandemic and macro complexity, affording us the diversification to seize growth of the moment," he said. "The Americas and EMEA prospered, Fragrance soared, and Makeup realized the promise of its emerging renaissance."

### Makeup matters

For the fiscal year ended June 30, 2022, Estee Lauder reported net sales of \$17.74 billion.

The skin care category brought in \$9.9 billion; makeup came in at \$4.7 billion; fragrance recorded \$2.5 billion and hair care saw \$631 million in sales.

Skin care net sales were boosted by The Americas, evening out a decline in the EMEA region. Brands that saw growth included La Mer, Clinique and Bobbi Brown.

Clinique's sales growth was driven by strong demand for its hero products.

La Mer saw double-digit growth, largely driven by Chinese consumers in both mainland China and travel. Bobbi Brown also saw double-digit growth, seeing strides in every region, led by demand from Chinese consumers.

Makeup net sales increased among most brands, reflecting a recovery in western markets and a bump in usage

compared to the previous year.

MAC saw double-digit net sales growth driven by hero products including Studio Fix and MACstack mascara. Double-digit net sales growth from Este Lauder stemmed from Double Wear and Futurist foundation product lines.

Fragrance had a fantastic year, with net sales growth across every brand and region, led by Jo Malone London, Tom Ford Beauty and Le Labo.

Hair care net sales also rose across every region, led by brands Aveda and Bumble and bumble.



*Este Lauder hopes to bring awareness to the growing Indian beauty market. Image credit: Este Lauder Companies*

In continuing to foster the return of makeup, as well as the emergence of other beauty brands, Este Lauder Companies (ELC) and Indian beauty and lifestyle retailer Nykaa announced the launch of Beauty & You to support up-and-coming Indian beauty brands.

Created by Este Lauder's new incubation ventures department, the initiative intends to discover, spotlight and propel the next generation of Indian beauty brands. The program will support India-focused companies and entrepreneurs through a competitive application process and award model ([see story](#)).

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