Navigo
MARKETING

Ulta Q3:
2025 Review

Ulta.com Advertising activity increased 36.1% percent Year over Year, and organic visibility increased by 5.1% percent as the retailer has come pushed to regain standing in the beauty world.

Advertising concentration decreased from 28% share for top 10 brands on Ulta.com in Q2 to 21% in Q3.

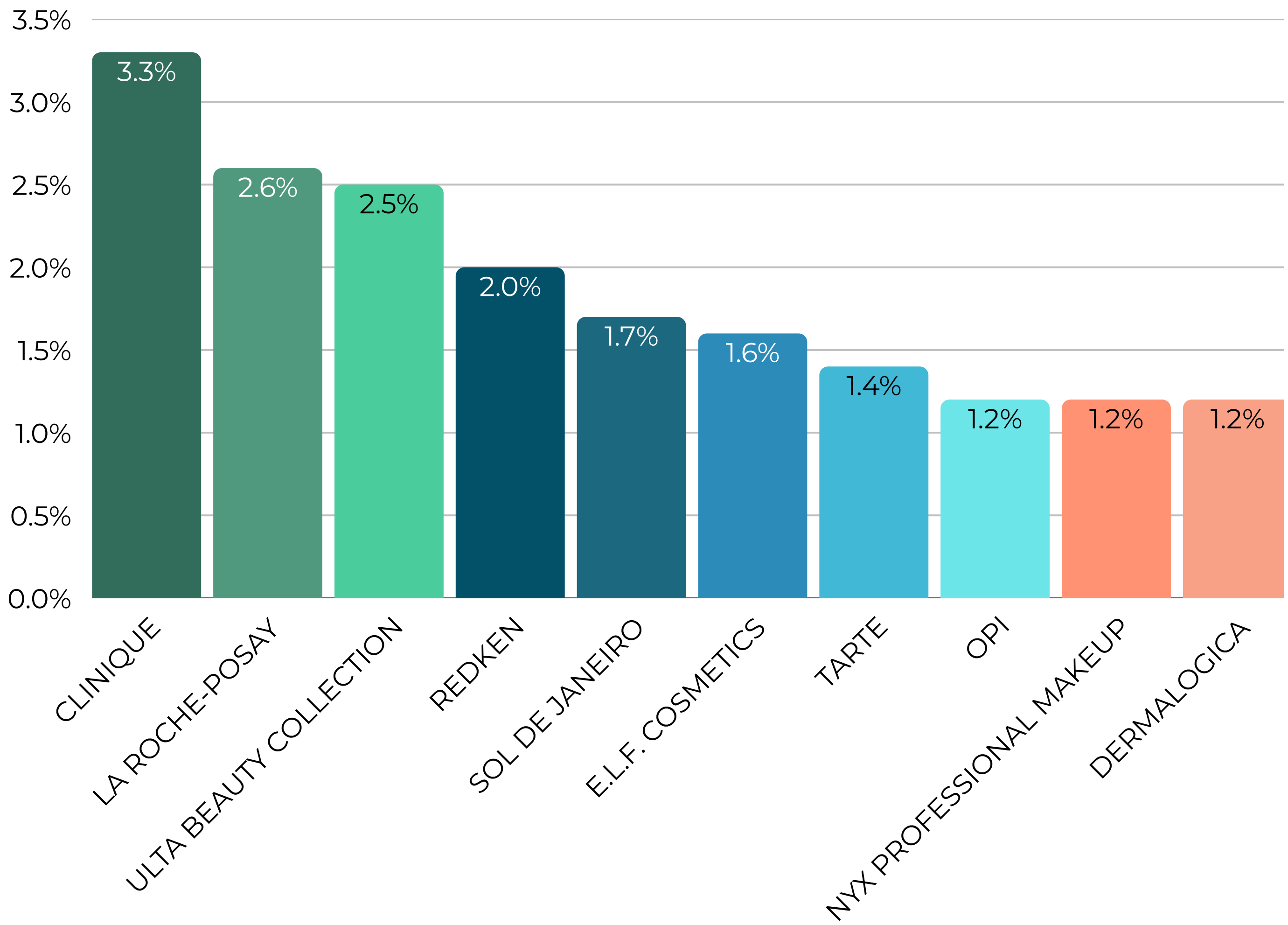
Ulta beauty gained share in almost every category this quarter with their own brand. Overall advertising activity increased 36% for Q3 Year over Year.

Fragrance remains the **most concentrated category** with 50% of share taken by the top brands though this down slightly from Q2 at 54%. Body care remains the **most fragmented** at only 36% share for the top 10 brands.

Skincare saw the biggest increase in competition with a **62% increase** in advertising activity Year over year.

Top Share of Sales

Top brands, items, and performance for Q3 2025



TOP MOVERS

Increases
- Ulta Beauty: +1%
- La Roche Posay: +0.8%
- Sol De Janeiro: +0.8%
- Bubble: +0.6%
- Nest New York: +0.4%

Decreases
- Color Wow: -0.7%
- Curlsmith: -0.5%
- Chanel: -0.5%
- Tarte: -0.4%
- Pacifica: -0.4%

TOP 10 BRANDS SHARE

19%

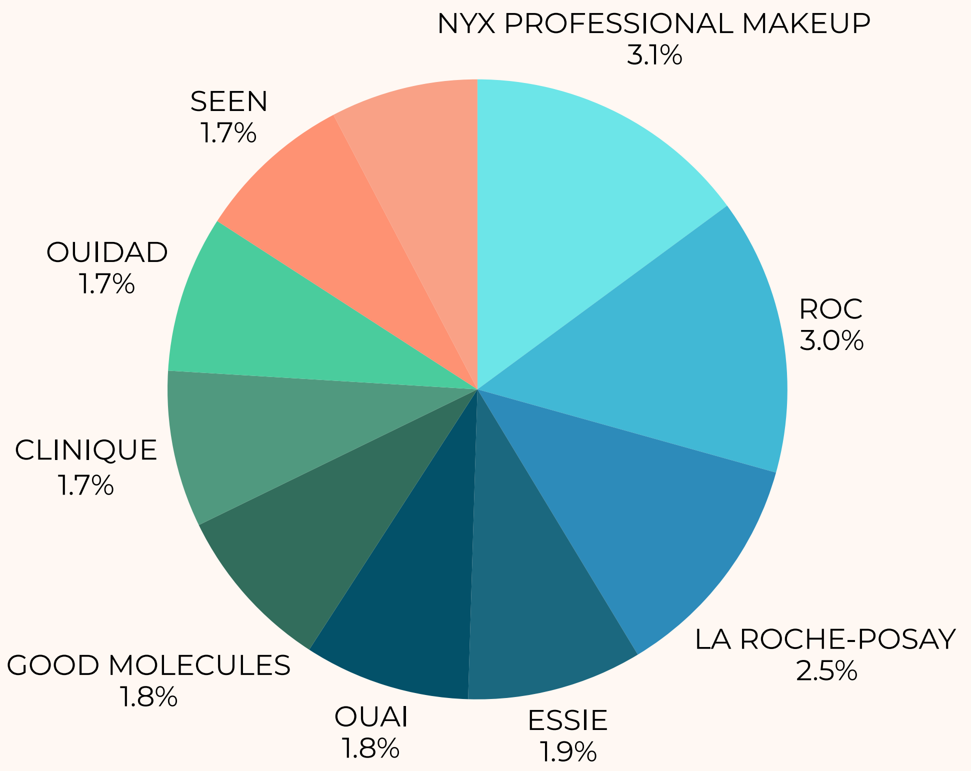
All Brands Advertising Activity

TOP 10 BRANDS SHARE

21%

YoY AD ACTIVITY INCREASE

+36%

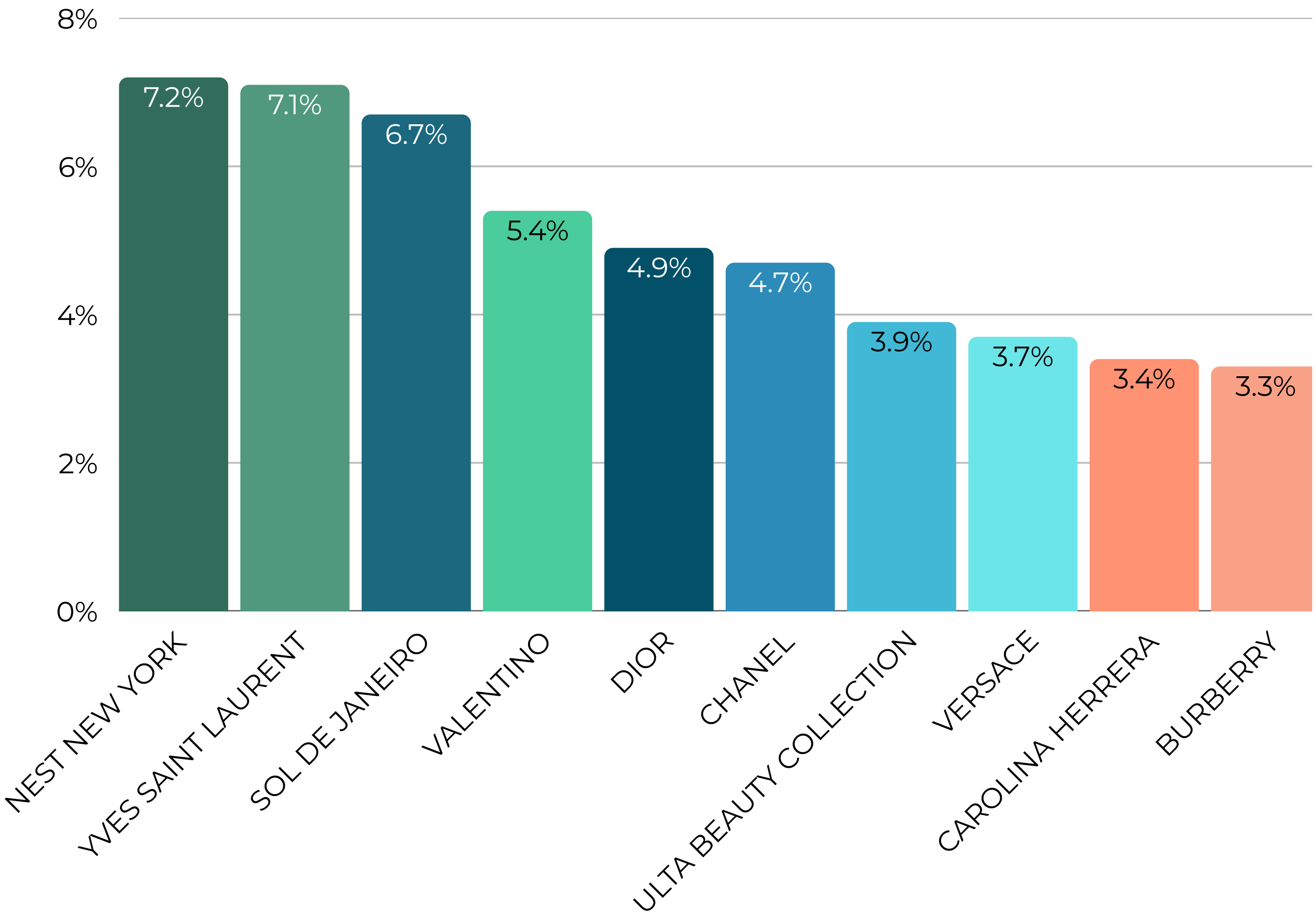


Brands We've Been Watching

- **RoC |** Big increase in their sponsorship over the last 2 quarters, they've seen some increase in share but not proportional to their spend.
- **Olaplex & Ouai |** Ouai has inched out Olaplex this quarter to take slightly higher share but had to spend to get their with an almost 1:1 correlation to their difference in rank.
- **Pacifica |** With their share of sales slipping consistently QoQ they've been fighting with increased visibility on the platform and a brand refresh.

Fragrance Share of Sales

Top brands, items, and performance in the fragrance category for Q3 2025



TOP MOVERS

Increases

- Nest New York: +4.6%
- Ulta Beauty: +3.7%
- Sol De Janeiro: +3%
- Noyz: +2.2%
- Snif: +1.4%

Decreases

- Chanel: -2.8%
- Arianna Grande: -2.3%
- Marc Jacobs: -1.7%
- Ralph Lauren: -1.7%
- Carolina Herrera: -1.6%

TOP 10 BRANDS SHARE

50%

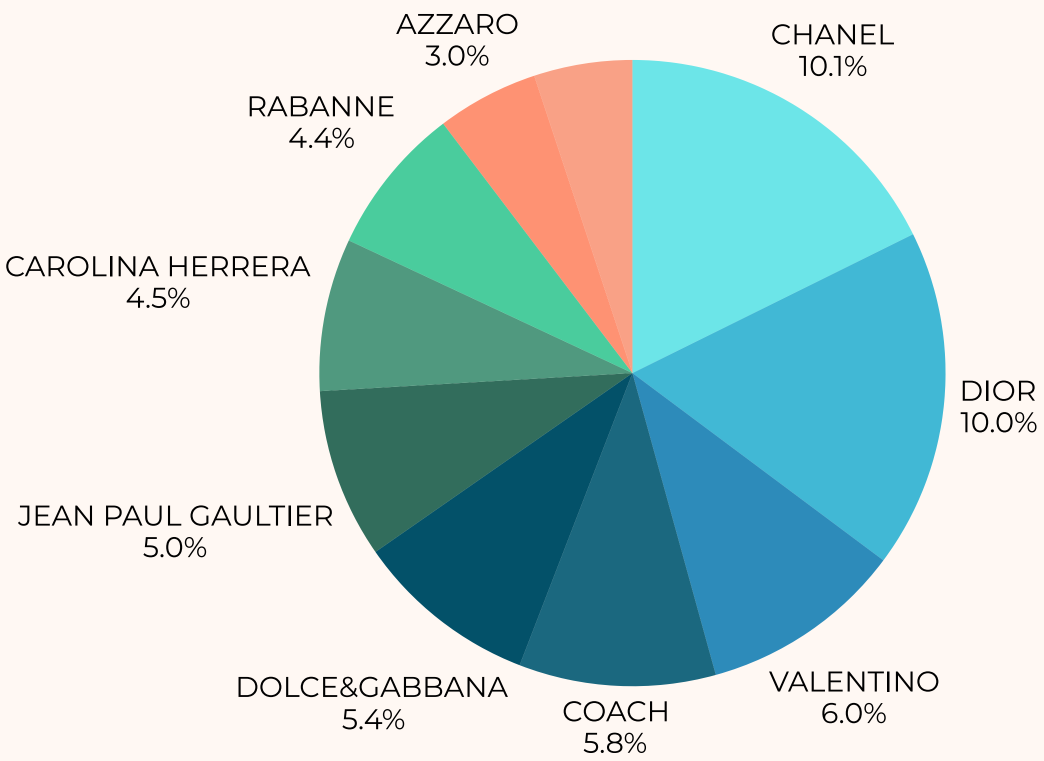
Fragrance Advertising Activity

TOP 10 BRANDS SHARE

57%

YoY AD ACTIVITY INCREASE

+51%

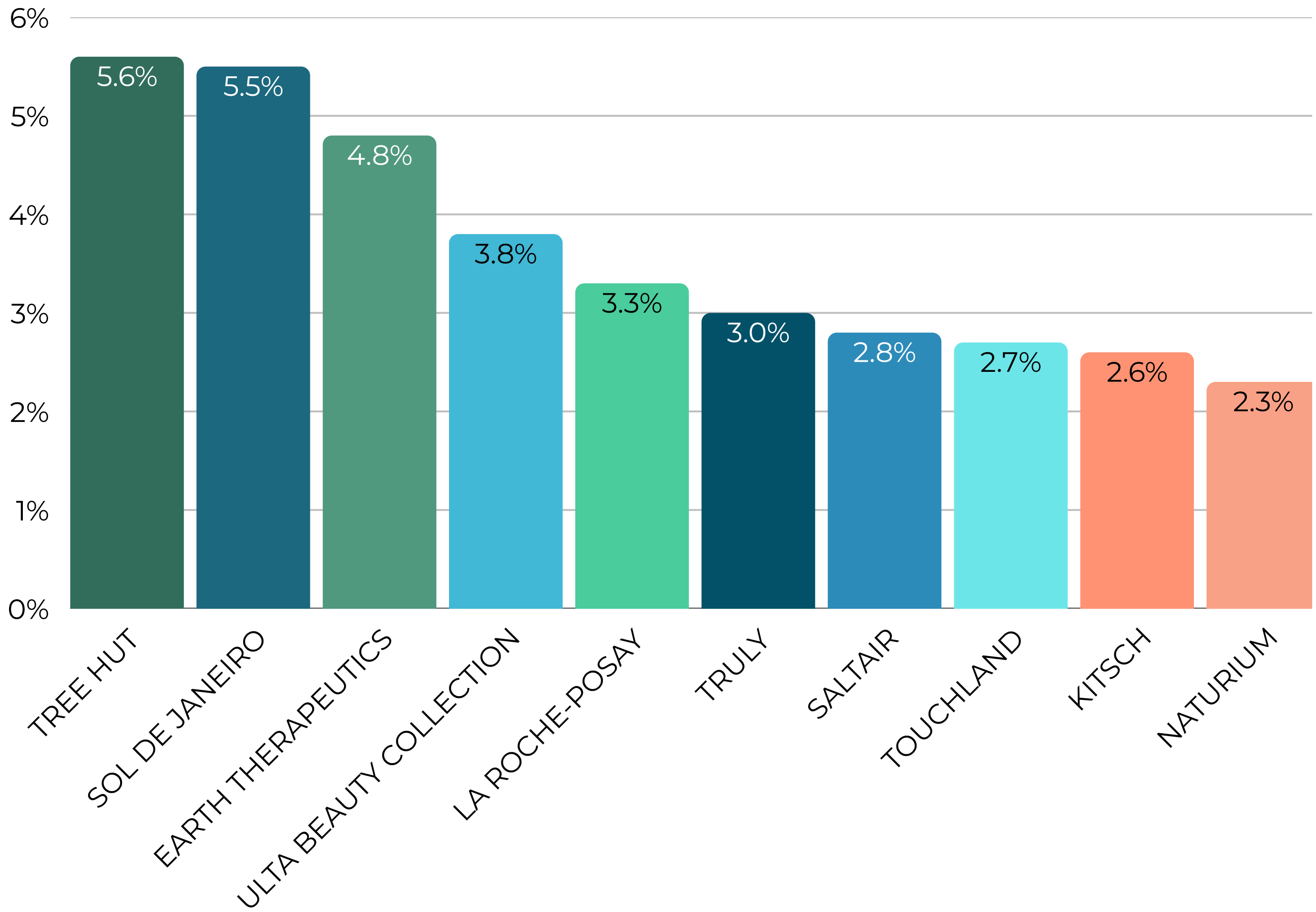


Brands We've Been Watching

- **Chanel |** Has struggled with consistent YoY decreases this year despite being a top spender on Ulta.com.
- **Sol De Janeiro |** They've consistently been a top brand this year with growth in share across Ulta.com in multiple categories.
- **Nest New York |** Continued to increase their share this Quarter despite dropping off their advertising activity on platform substantially.

Body Care Share of Sales

Top brands, items, and performance in the body care category for Q3 2025



TOP MOVERS

Increases
- Sol De Janeiro: +2.5%
- Truly: +1.8%
- Naturium: +1.6%
- Moon: +1.4%
- Tree Hut: +0.5%

Decreases
- Touchland: -2.5%
- Dr Teals: -1.9%
- Sun Bum: -1.6%
- Earth Therapeutics: -1.5%
- Vacation: -1.4%

TOP 10 BRANDS SHARE

36%

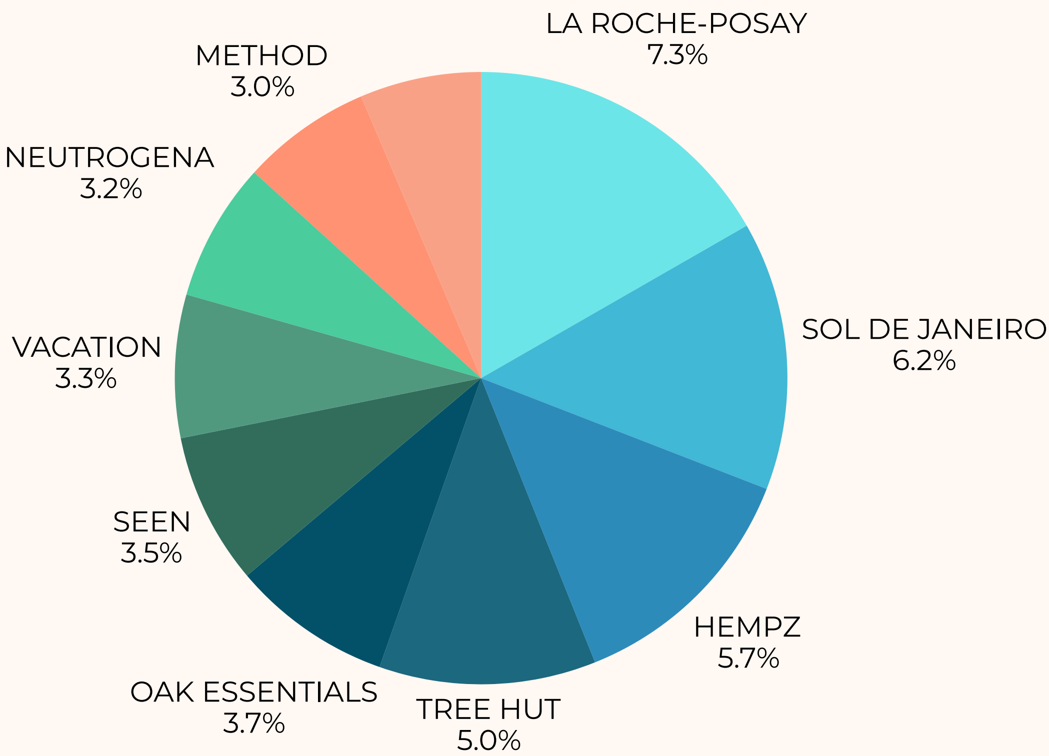
Body Care Advertising Activity

TOP 10 BRANDS SHARE

44%

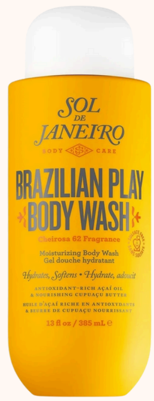
YoY AD ACTIVITY INCREASE

+40%



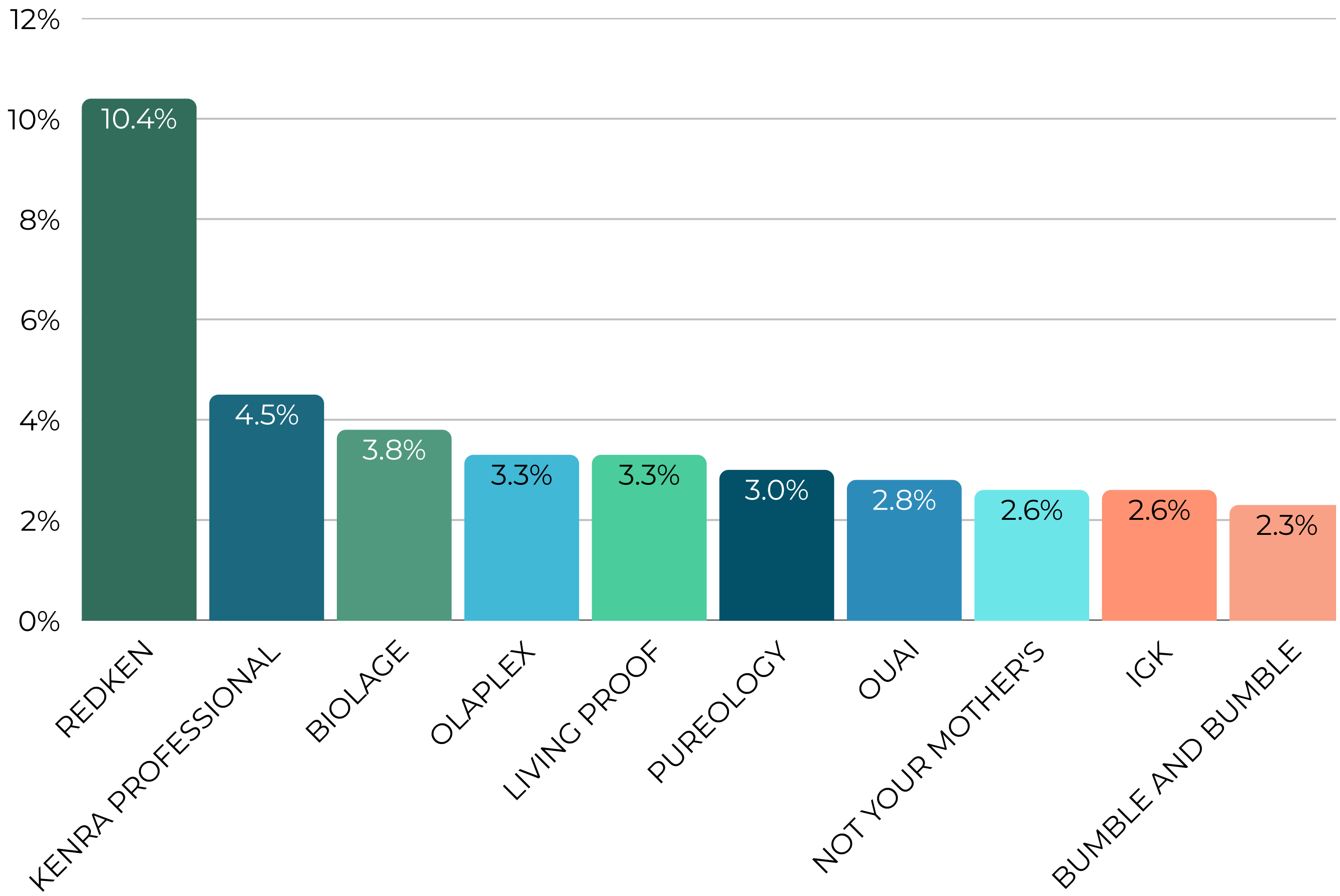
Brands We've Been Watching

- **Sol De Janeiro |** Consistently a top brand in the category they saw big growth over the summer as their seasonality kicked in.
- **Vacation |** Slipping sales share during the back half of summer was surprising to see especially when coupled with strong advertising activity.



Hair Care Share of Sales

Top brands, items, and performance in the hair care category for Q3 2025



TOP MOVERS

Increases

- Divi: +1.1%
- Not Your Mothers: +1%
- Redken: +1%
- Rizos Curls: +0.9%
- Pattern: +0.7%

Decreases

- ColorWow: -3.3%
- Curlsmith: -2.4%
- Nioxin: -1.5%
- Paul Mitchell: -1.4%
- Virtue: -1%

TOP 10 BRANDS SHARE

39%

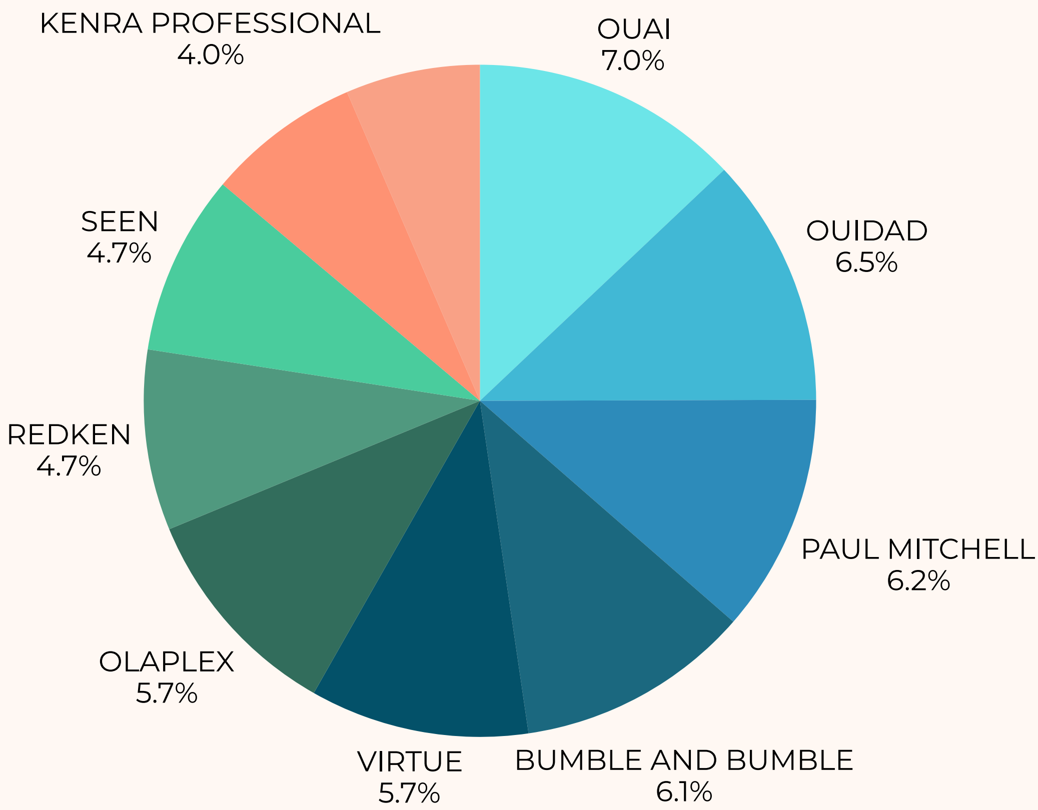
Hair Care Advertising Activity

TOP 10 BRANDS SHARE

54%

YoY AD ACTIVITY INCREASE

+28%

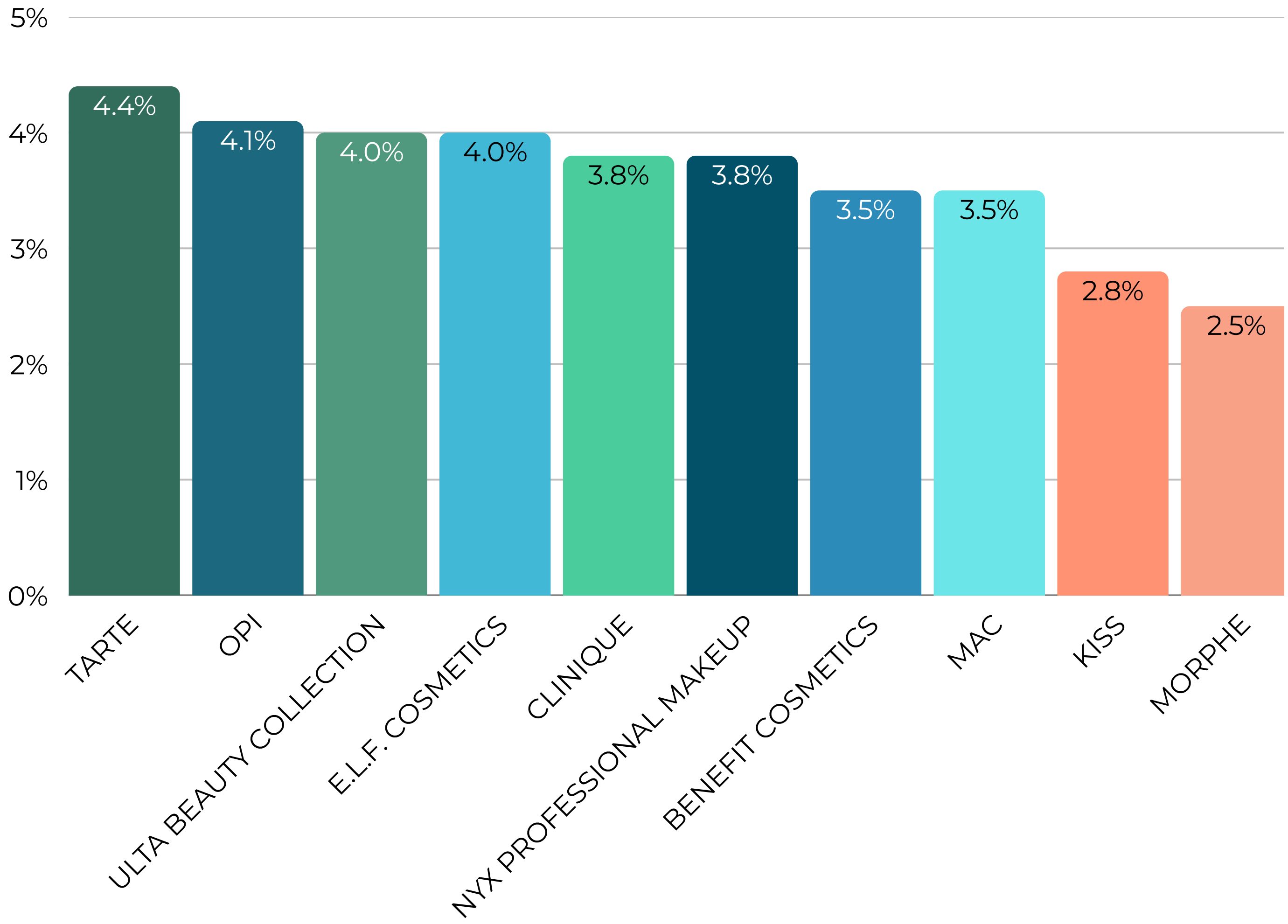


Brands We've Been Watching

- **OUAI |** Pushing to take market share as Olaplex ad share dips we see OUAI pull out to lead advertising activity, though they still lag in share of sales slightly.
- **Color Wow |** Huge dip in share of sales this quarter as competition increases in the category, they spend meaningful amounts of advertising on the platform, that may need to change if they want to offset share declines.

Makeup Share of Sales

Top brands, items, and performance in the makeup category for Q3 2025



TOP MOVERS

Increases
- Ulta Beauty: +1.8%
- Dibs Beauty: +0.7%
- Colourpop: +0.6%
- Morphe: +0.6%
- Ilia: +0.6%

Decreases
- Londontown: -0.8%
- Dashing Diva: -0.7%
- Chanel: -0.7%
- Tarte: -0.7%
- IT Cosmetics: -0.6%

TOP 10 BRANDS SHARE

37%

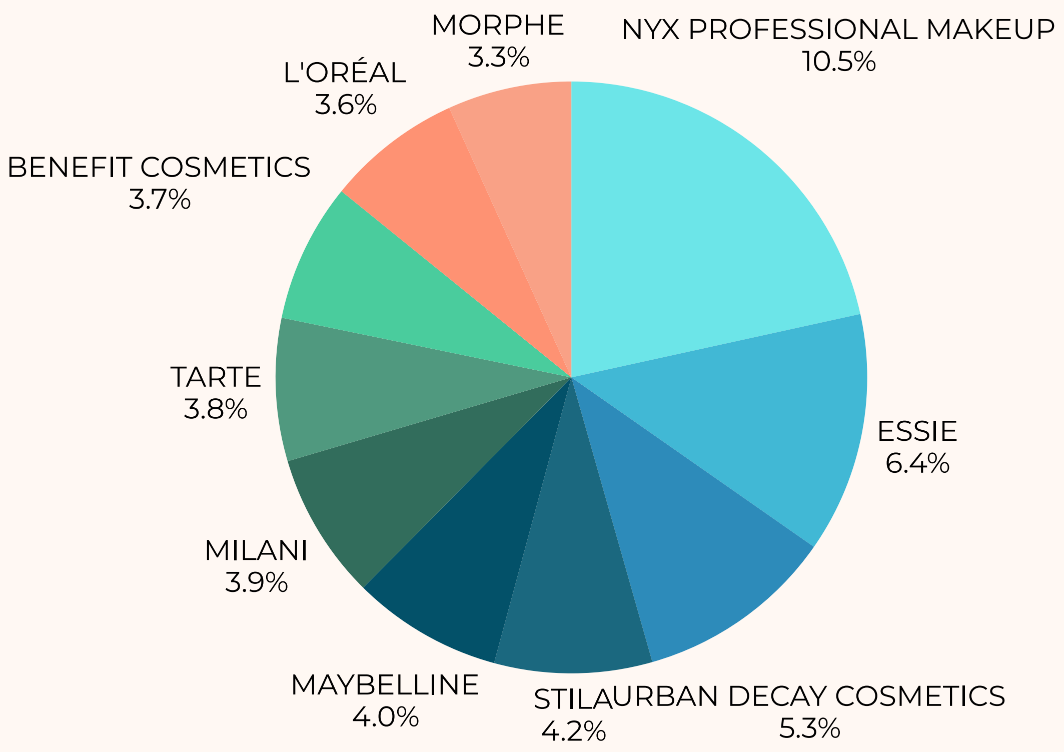
Makeup Advertising Activity

TOP 10 BRANDS SHARE

54%

YoY AD ACTIVITY INCREASE

+22%



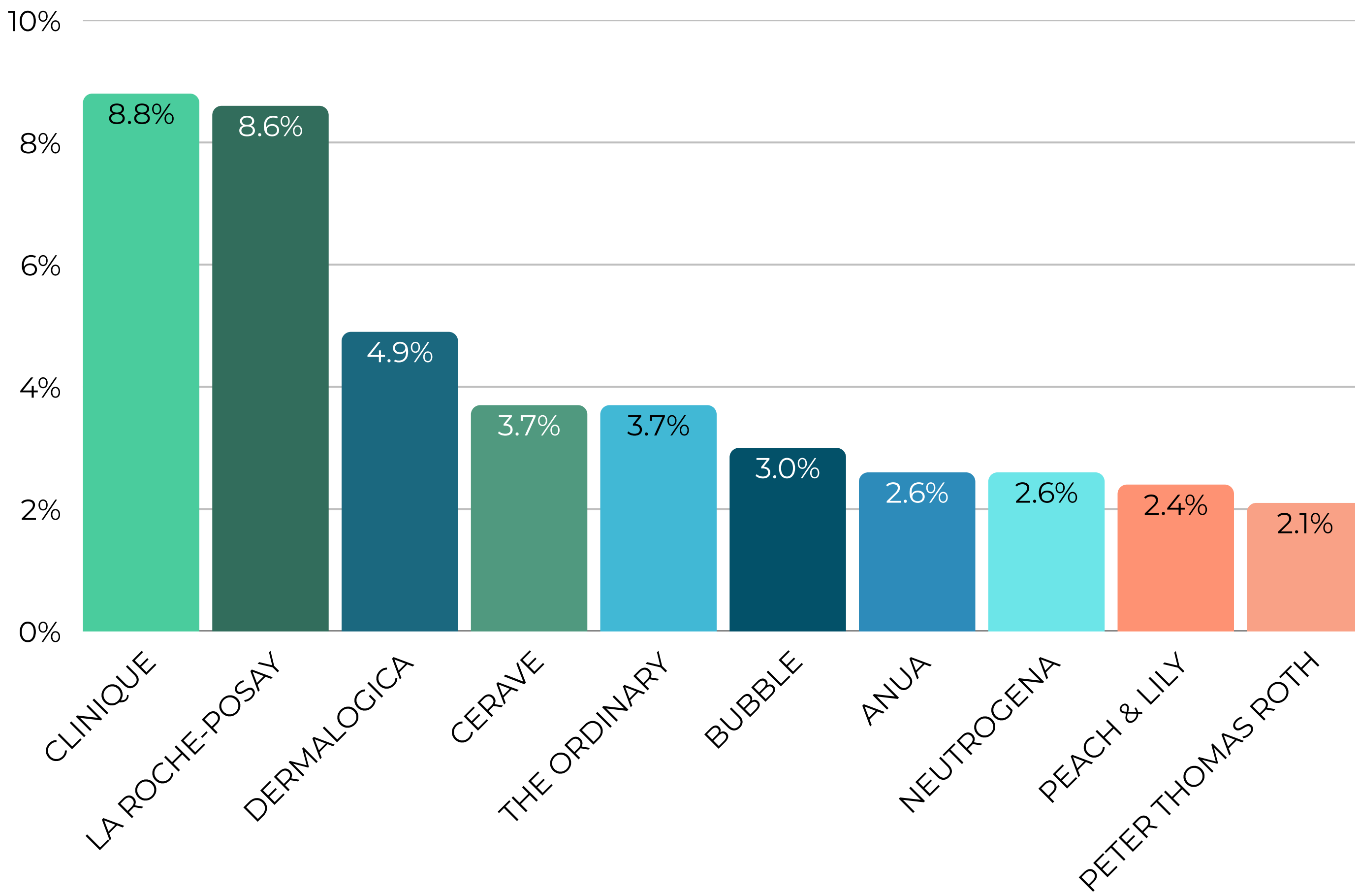
Brands We've Been Watching

- **NYX |** With a big decrease in ad share they still lead the category by a wide margin, pulling back is probably the right move as they've maintained share despite a big decrease.
- **ELF |** They continue to be a top brand that doesn't have any significant spend on platform and rely on their overall awareness to drive increases.
- **Overall |** Top brands are locked in a close race as there is no clear front runner in the category, the top brands are within 1% share of each other.

NAVIGO CLIENT ABOUT-FACE HAS AN HONORABLE MENTION WITH BIG GAINS POSTED THIS QUARTER!

Skincare Share of Sales

Top brands, items, and performance in the skincare category for Q3 2025



TOP MOVERS

Increases
- La Roche Posay: +3.2%
- Bubble: +2.3%
- Clinique: +1.3%
- Byoma: +1%
- Hero: +0.9%

Decreases
- The Ordinary: -1.5%
- Cosrx: -0.9%
- Maelys: -0.9%
- Pacifica: -0.8%
- Drunk Elephant: -0.8%

TOP 10 BRANDS SHARE

43%

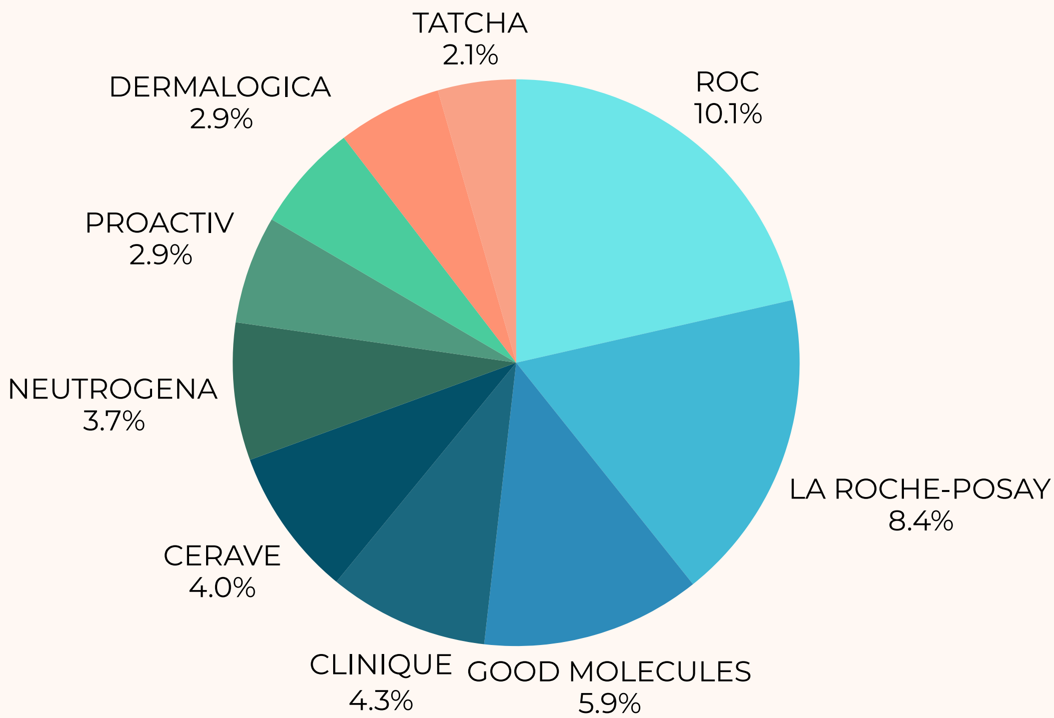
Skincare Advertising Activity

TOP 10 BRANDS SHARE

47%

YoY AD ACTIVITY INCREASE

+62%



Brands We've Been Watching

- **La Roche-Posay |** Big gain posted this quarter with no incremental share of advertising required, they've had a strong year so far with consistent gains.
- **CeraVe |** losing huge ground to Medicube on Amazon over the last year it will be interesting to see how Medicube launching at Ulta impacts top brands like CeraVe.

Looking Ahead

The Ulta marketplace is beginning to disrupt the landscape as more brands go live on the platform, creating a significant opportunity for smaller players while posing challenges for established incumbents on Ulta.com.

Advertising activity continues to grow steadily, fueling increased competition and driving more brands to seek guidance in navigating the platform's complexities and opportunities.

At the same time, the introduction of Criteo offline conversion measurement marks a major advancement by allowing brands to attribute in-store sales to online ad interactions, providing clearer visibility into a behavior long understood but difficult to quantify.

At Navigo, we are ready to help you lead, not follow.

We partner with beauty brands ready to invest in cross-channel growth, companies that have strong product-market fit but untapped audiences. Our model is especially valuable for brands looking to simplify their partner ecosystem, reduce complexity, and see measurable, unified results.