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THE STATE OF OMNICHANNEL IN THE BEAUTY INDUSTRY

Insights from the 2025
Omnichannel Retail Index

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10th edition
ORI
2025
OMNICHANNEL
RETAIL INDEX

|| **ORI 2025** *10th*
edition

The Omnichannel Retail Index (ORI) is an annual study by OSF Digital that measures how retailers and brands perform in omnichannel and digital commerce across global markets.

Our summary draws on ORI data from 9 leading beauty brands across North America, Europe, and Latin America, highlighting the sector's current state of omnichannel adoption, especially in customer service, real-time support, and in-store experiences, identifying strengths and areas for growth.

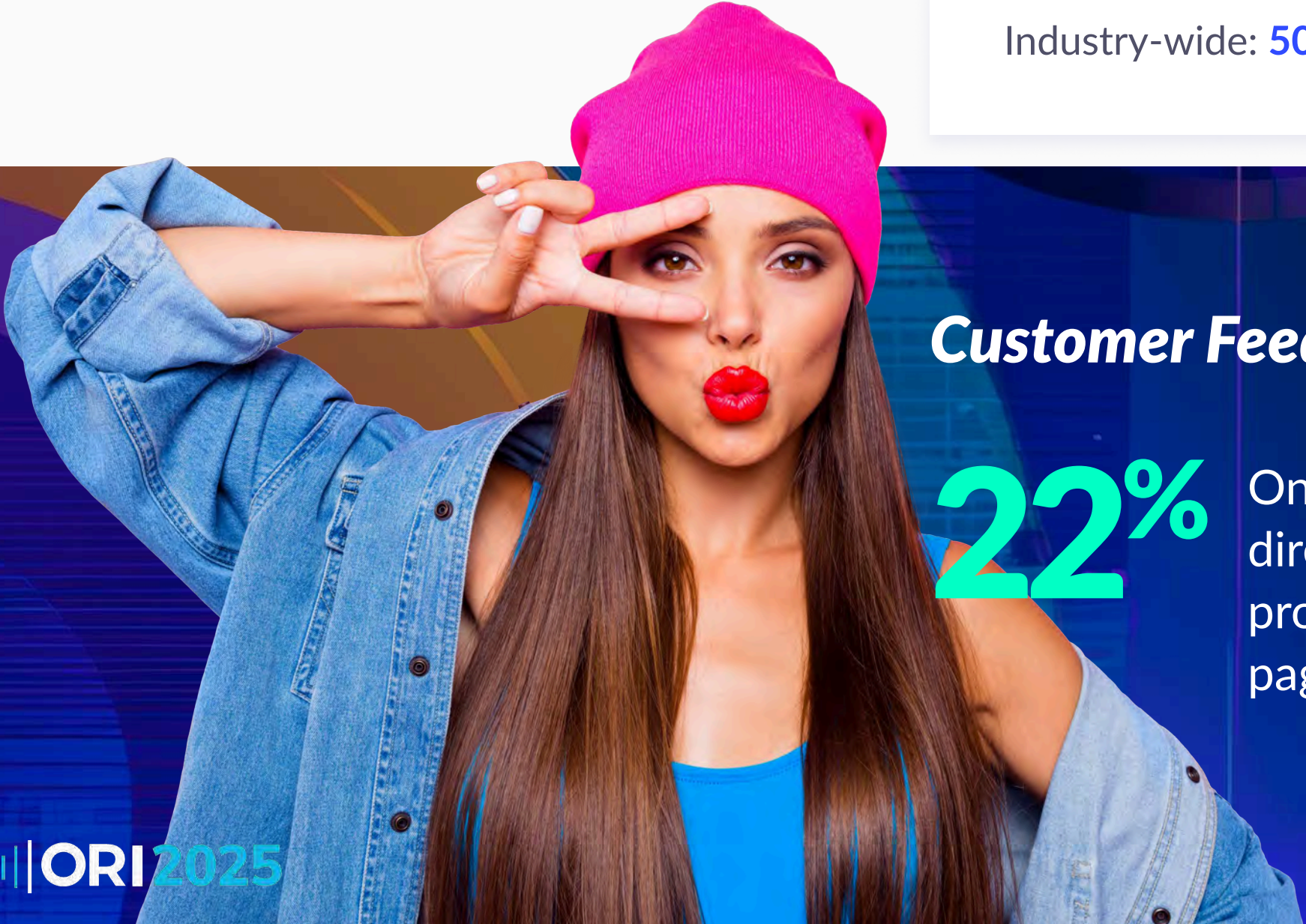
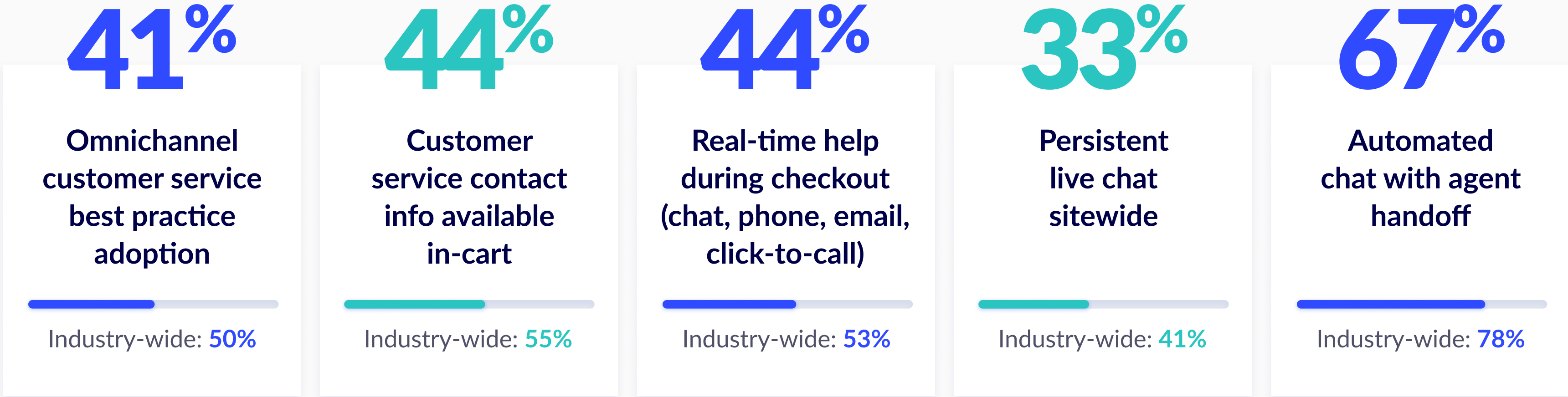
9 leading
beauty brands

A Connected Experience: Where Beauty Meets Service

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Omnichannel strategies are redefining the beauty industry, connecting every touchpoint to create seamless shopper journeys — from digital to in-store. However, when it comes to customer service and support, the beauty sector still has important ground to cover.

How Are Beauty Brands Doing Compared to Other Industries?



Customer Feedback & Guided Selling

22% Only 22% gather direct feedback on product or account pages (vs. 41%)

67% Guided selling experiences (e.g. quizzes, style guides) are widely offered by 67% of brands (vs. 38%)—but just 17% save quiz results for future personalization (vs. 15%)

In-Store Support: Bridging Physical & Digital

Providing exceptional in-store support is a game changer for beauty brands aiming to deliver a truly seamless and personalized customer experience. While many associates go above and beyond to help customers find what they want, even if it's out of stock, there remain opportunities to empower staff with mobile checkout tools and to blend physical and digital touchpoints through immersive experiences and live online shopping.

Unlocking these areas will drive customer satisfaction, boost sales, and create lasting loyalty in today's omnichannel landscape.



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Key Stats at a Glance

75%

of associates help customers find out-of-stock items online or at other stores

Industry-average: 88%

13%

of beauty brands enable associates to checkout customers via mobile device

Industry-average: 16%

88%

offer emailed receipts to shoppers – combining convenience with sustainability

Industry-average: 69%

63%

provide in-store beauty experiences like services or consultations

Industry-average: 37%

22%

enable live shopping with associates online

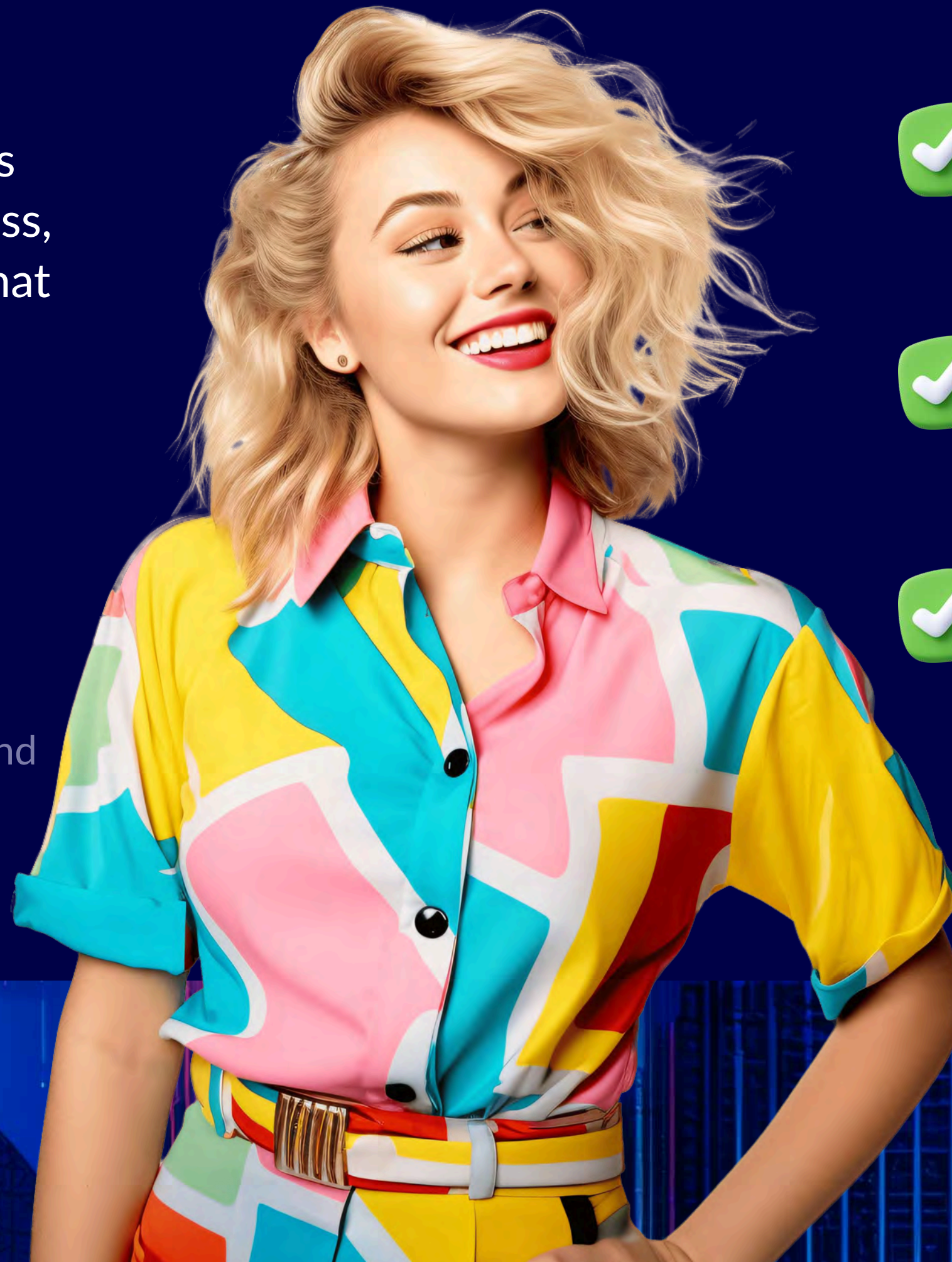
Industry-average: 32%

The Takeaway: Beauty Brands Must Level Up!

Omnichannel customer service and support are no longer optional — today's beauty consumers demand fast, effortless, and personalized experiences. Brands that innovate here win loyalty and market share.

Ready to lead the omnichannel transformation?

[Contact OSF Digital today](#) to explore tailored solutions that elevate your customer service and support — bridging digital innovation with in-store excellence.



Opportunities to Transform:



Boost live chat and chatbot capabilities

to enhance real-time support



Close the personalization gap:

Save preference quizzes and feedback to tailor future experiences



Boost in-store technology:

Empower associates with mobile checkout tools



Bridge the gap:

Enrich in-store experiences and explore live, interactive online consultations to deepen engagement and brand connection