

# the 2023 guide to beauty product fulfilment

## the beauty fulfilment journey

Providing beauty products within your own business or as part of a larger company can be exciting but also bring its own set of challenges, especially when it comes to handling product fulfilment.

The beauty industry has experienced significant growth in the last number of years partly due to the rise of beauty gurus, content creators and influencers promoting products via their Get Ready With Me (GRWM) content.

Partnering with a reliable beauty fulfilment company can make all the difference to your creativity and what you offer your customers. When you know with certainty that your products will reach your customers on time and in perfect condition it allows you to get on with what you are great at creating... not worrying about “will they or won’t they get there on time?”

Beauty fulfilment involves the storage, packaging, and shipping of your beauty products to customers.

In this guide, **diamondlogistics** will walk you through the process of finding the right beauty fulfilment company and what to look for, how it works, special tips and how to make the partnership work best for you.

### Summary

- A: 6 considerations in choosing a fulfilment partner,
- B: 5 steps to how fulfilment works in the beauty industry
- C: 5 areas to focus on when partnering with a fulfilment partner



# a: 6 considerations of beauty fulfilment

## #1 Reputation

Research and read reviews about potential fulfilment partners. Look for a company with a solid track record of reliability and customer satisfaction. We can provide you with great reviews as we have a never-ending stream of them!

## #2 Location

Choose a fulfilment centre strategically located in the UK to minimize shipping costs and delivery times. That's where **diamondlogistics** rises head and shoulders above others that you may have seen. We have branches throughout the UK and we partner to make our network strong and indestructible.

Did you know... **diamondlogistics** are the UK's ONLY national and local fulfilment partner. With over 30 sites around the UK... we are specifically tailored to provide local fulfilment.

## #3 Services Offered

Ensure the fulfilment company offers services like storage, order processing, packaging, and shipping tailored to your specific beauty products. Not all products are the same! You know it – and so do we. Have a chat with us to determine how we can best look after your products.



## #4 Technology Integration

Opt for a fulfilment partner that uses modern technology to manage inventory and order processing efficiently. It is something at **diamondlogistics** we get very excited about – our tech. And you can get excited about it too because our logistics management platform, Despatchlab, takes fulfilment and delivery to the next level. This smart solution lets you book, track and manage your courier requirements, express parcels and shipments all on one easy-to-use platform. You can be with your delivery every step of the way. Almost like you are delivering it yourself!

It manages your inventory, multiple marketplace integrations PLUS logistics management! It shows you what we are doing, when we are doing it; from wherever in the world, you care to run your business.

All this, backed by friendly local voices at the end of the phone... the people who make sure **diamond** delivers.

## #5 Scalability

Consider your growth potential and select a fulfilment company that can scale with your business. You've put all the hard work in for growth and expansion – which can happen suddenly; you don't want to find yourself lacking at such a key stage.

The beauty eCommerce market is set to reach £8.14 billion in 2023, accounting for almost 50% of the overall expected revenue for the beauty industry. We know you want to play your part in that.

Add to that the behaviour of online customers over peak periods such as Christmas and seasonal sales, such as Black Friday, has revealed that 15% of online shoppers purchased beauty cosmetics. This is 15% of overall online purchases during this time, which further illustrates an increase in demand for the beauty fulfilment industry.

We are ready for you at **diamondlogistics**. Growth is our middle name, and we love to support clients that choose that trajectory too.

## #6 Pricing

Finally. And quite important we think. Get a clear understanding of the pricing structure to ensure it aligns with your budget. You don't want to fix one problem to only find yourself with another because your chosen company had hidden extras or unclear and complicated pricing.

## b: how does beauty fulfilment work?

Beauty product fulfilment in 5 simple steps.

- #1 Your products are shipped to the fulfilment centre and received in their inventory system. The structure of the UK beauty industry can
- #2 Products are stored securely until orders are placed.
- #3 When an order is received, the fulfilment company picks, packs, and prepares it for shipping.
- #4 The order is shipped to the customer.
- #5 **diamondlogistics** can handle returns on your behalf, completing a QA process as required.

Could it be easier? If it can we will find the way. Fulfilment and logistics are in our DNA.



## c: 5 areas to focus on in beauty fulfilment.

Here are our 5 main areas to focus on when growing with your beauty product fulfilment provider.

### #1 Quality Control

Working closely with the fulfilment company to establish strict quality control measures will maintain the integrity of your beauty products. This is as important to us as it will be to you. We represent your company and marrying quality control as well as working with the right clients is how we glow with our high standards.

### #2 Custom Packaging

Consider using custom packaging to enhance the unboxing experience for your customers. When unpacking beauty products, it can be an invaluable tool in making a memorable impression, making your customers feel special from the start before they even use their new purchase. If you use custom packaging, make sure your beauty fulfilment partner can work with your ideas.

### #3 Returns Management

Giving your customers some clear guidelines on returning unwanted items and communicating those to ensure the fulfilment partner has a clear process for handling returns is vital. We understand that beauty products may require special care. We always want to know what that special care looks like to you.

The average return rate for eCommerce businesses sat at 15% with beauty eCommerce accounting for 4% of returned sales. This is partly due to more stringent restrictions and returns policies for beauty products. We are ready to deal with that.

#### #4 Sustainability

Explore options for eco-friendly packaging and fulfilment practices to align with your brand's values. At **diamondlogistics** we have an active sustainability and environmental pledge whereby we regularly review the environment commitments and standards we have set for our business to make sure we are hitting our goals and finding new ways to improve. In our ever changing world this isn't a 'nice to have' it is vital.

“ According to the British Beauty Council, 95% of all cosmetic packaging is discarded, making beauty product packaging one of the biggest sustainability challenges facing the beauty industry.

The British Beauty Council research also highlights that only 14% of packaging finds its way to a recycling plant, only 9% is recycled and the rest, a whopping 77% is sent directly to landfill!

The cosmetics industry most certainly has a packaging problem. Thankfully many brands are already making the commitment to change. ”

If we take a quick look at Estee Lauder, for example, it is on a mission to “innovate its plastic packaging, incorporating more sustainable concepts into its designs in an effort to reduce the potential environmental impacts of its packaging across its lifecycle”. It has set a goal that by 2025, 75-100% of its packaging will be recyclable, refillable, reusable, recycled or recoverable.

**diamondlogistics** are a front-runner in this area. Our customers are proud to work with a company that takes this commitment so seriously.

#### #5 International Clients

International beauty brands trying to crack the UK market will find that the structure of the UK beauty industry can be vastly different to other international markets.

When launching a beauty product in the UK, an international beauty brand will have to concern themselves with abiding by regulations, building brand awareness, engaging with influential commentators, and navigating Brexit red tape. By engaging with a beauty fulfilment partner, international beauty businesses can focus on building their brand, whilst benefiting from the administrative support, cost savings and customer services a third-party logistics partner can provide, as well as experience and knowledge of the UK beauty retail sector.

You can see there are many things to consider when choosing the right partner for you and your business, let's chat about how **diamondlogistics** can ease that journey for you.

**We want to help your brand thrive in what we recognise as a very competitive industry.**

