

A woman with dark hair is shown from the chest up, applying a white cream to her right cheek with her fingers. She is holding a yellow bottle of product in her left hand. The background is a solid dark green color.

Navigo
MARKETING

Sephora's \$40 Line

Sephora's \$40 Line: Where Prestige Meets Performance

At Sephora, the price of entry may still be premium, but the price of performance is increasingly clear. It sits just under \$40.

Across skincare, makeup, and hair, the fastest-moving products are not the most expensive ones. They are the items that deliver clinical efficacy, multi-use value, or format flexibility without crossing into luxury price points. That \$25 to \$40 window is not just a sweet spot. It is a sales engine.

In Q1 and early Q2 2025, Sephora’s bestsellers tell the same story. High-performing SKUs from brands like Tower 28, Rare Beauty, and Sol de Janeiro are clustered in this tier. The average price of Sephora’s top 10 selling makeup items is just \$32.38. In hair and body care, average pricing remains under \$50, but the breakout products often trend lower, especially when paired with promotions or mini formats.

Sephora’s platform data confirms the pattern:

Category	Average Price (YTD)
Makeup	\$32.38
Skincare	\$52.51
Hair	\$46.30
Bath & Body	\$47.98
Fragrance	\$63.77

Even within skincare, where average pricing remains higher, some of the most visible and sponsored products fall below the \$40 mark. Products like the Farmacy Honey Glow Serum (\$34), Youth to the People Superfood Cleanser (\$25), and Sol de Janeiro Delícia Drench Jet Set (\$32) convert not just because of their ingredients, but because of the value proposition they offer in format, claims, and usage.

Sephora’s Sponsored Strategy Follows Suit

Paid media on Sephora is increasingly concentrated behind products in this same pricing band. Among the top 10 most sponsored items so far this year, nearly all fall under \$40. Farmacy, Dae, and Laura Mercier are all backing \$25 to \$35 SKUs with heavy spend. It is a sign that brands and the platform are aligning investment where conversion already exists.

Sponsored Product	Price
Dae 3 in 1 Styling Cream	\$29.00
Laura Mercier Tinted Moisturizer Mini	\$30.00
Farmacy Resurfacing Serum	\$34.00
Sol de Janeiro Shower Oil	\$32.00
Rare Beauty Mini Lip and Blush Set	\$25.00

Why It Works: Value Signals and Consumer Behavior

According to NielsenIQ, 47 percent of beauty shoppers say promotions now impact what they buy. That is up from 38 percent two years ago. The influence is not just about discounts. It is about perceived value. Shoppers are increasingly drawn to products that offer more than one benefit, especially when they sit in a pricing range that feels accessible without feeling cheap.

Mini formats, bundles, and refillable are performing particularly well. Sephora’s top performers reflect this shift. Products that deliver hydration, barrier repair, and glow in one formula, or that blend skincare and makeup in hybrid formats, are gaining ground. The average price of top Sephora mini SKUs sits comfortably in the \$25 to \$35 range.

This tier also captures more casual and repeat purchasing behavior. At \$28 or \$32, shoppers are more likely to repurchase without waiting for a sale, more willing to add a second item to cart, and more open to trying a new format without brand familiarity.

What Brands Should Do Now

For brands trying to win at Sephora in 2025, this pricing window should guide both product development and launch strategy. The goal is not

to race to the bottom. It is to meet the consumer where they are: looking for formulas that work, formats that travel, and purchases that feel justified.

- Position top performing SKUs in the \$25 to \$40 range when possible
- Use discovery kits, minis, or bundles to build perceived value
- Support those SKUs with targeted paid media around key search terms
- Reinforce trust and performance through product detail pages, reviews, and clinical language

Shoppers at Sephora are not abandoning premium expectations. They are redefining what premium looks like. In 2025, it looks a lot like \$38 and free shipping.

How Navigo Helps Brands Succeed on Sephora, Ulta and Amazon

At Navigo, we work closely with beauty brands to grow visibility, drive sell-through, and build strategies that win online. From SKU-level paid media planning to full-channel launch execution, our team knows what works and how to build for it.

Whether you're expanding product reach or navigating the evolving marketplace, we help you align spend with performance, optimize your PDP strategy, and show up where your customers are already looking.

Let's talk about how we can help you scale smarter in 2025.

