



Ulta's Pricing Window

Ulta's Beauty Sweet Spot: Winning Between 20 and 40 Dollars

Ulta's shopper knows what they want, and increasingly, it lands between 20 and 40 dollars. Whether it is skincare, makeup, or hair care, the products driving growth in 2025 are not luxury priced or low tier. They are benefit-led, repeatable, and feel worth it.

In the first four months of the year, Ulta's average product pricing across top categories reinforces the pattern. Treatment serums average 35 dollars. Moisturizers land just under 39. Face makeup sits at 28, with hair treatments and styling in the 22 to 28 range. The overlap is not a

coincidence. It is a reflection of what this customer expects to pay for performance.

Average Price by Category

Category	Average Price
Skin Care Moisturizers	38.72
Skin Care Serums	35.25
Body Care Wellness	33.15
Hair Treatments	27.84
Makeup Face	28.02
Makeup Lips	19.73
Hair Styling Products	22.94
Cleansers	26.10

Ulta’s top performing brands in this range tell the same story. La Roche Posay, Clinique, Redken, and Tarte have built sustained volume on SKUs that do not require a discount to convert. Their product pricing is aligned with the current spending mindset: value focused, but not value tier.

Top Performing SKUs and Their Price Points

Product	Brand	Price
CC Cream with SPF 50	IT Cosmetics	46.48
No 7 Bonding Hair Oil	Olaplex	30.00
Benetint Lip and Cheek Stain	Benefit Cosmetics	25.15
Shape Tape Concealer	Tarte	28.40
Cicaplast Balm B5	La Roche Posay	18.56
Discoloration Correcting Serum	Good Molecules	30.00
Clarifying Shampoo	Odele	20.00
Slim Lip Pencil	NYX Professional	5.00

Across Ulta’s promotions and search behavior, the 20 to 40 dollar range appears repeatedly. These are the products that move during 21 Days of Beauty, that rank highest in organic results, and that receive repeat investment from both brands and Ulta’s own on-site media team.

Ulta’s Sponsored Strategy Follows Pricing Trends

Sponsored placement trends support this mid-tier bias. Of the most visible SKUs on platform so far this year, most fall between 20 and 40 dollars. Lip oils, setting sprays, concealers, serums, and body care all dominate this band. NYX’s Lip IV Hydrating Gloss, Good Molecules’

correcting serum, and Clinique's top SKUs all deliver results at an approachable price.

Why Absolute Price Wins

Shoppers at Ulta aren't calculating price per ounce. They're reacting to the number on the shelf tag. That's why minis and smaller formats often outsell full sizes—even when they're more expensive per ml.

Take Fur as an example. Their \$52 oil is competitively priced by volume. But their best seller is the \$26 mini, which costs 4x more per ml. The lower absolute price makes it a shelf fit and a psychological yes.

This isn't an exception. It's a pricing strategy. Ulta's top movers—across skincare, makeup, and hair—cluster in that \$20 to \$40 zone because they look reasonable, even when they're premium in disguise.

Why It Works: Ulta's Shopper Mindset

Ulta's customer is results driven but cautious. NielsenIQ reports that 47 percent of beauty shoppers are now influenced by promotions. But in Ulta's case, price is less about markdowns and more about perceived performance. The shopper wants to feel like they are getting something effective, trustworthy, and versatile.

This is why kits, hero SKUs, and dermatologist-backed formats continue to outperform. These products are not new to the market. They are familiar, reviewed, and easy to understand. And when priced under 40 dollars, they feel like a smart buy.

What About Higher Price Points

Higher price points can still work. At Navigo, we have helped several brands scale at Ulta with premium positioning. But those products win when they deliver clinical results, have strong backing from paid media, and carry visible shopper validation.

Prestige is not out of reach. It just comes with more scrutiny.

What Brands Should Do Now

For brands looking to scale at Ulta, pricing is not the only lever, but it is one of the most important. The current momentum is with products that align with how the shopper already behaves. To build velocity:

- Keep core SKUs in the 20 to 40 dollar range
- Focus sponsorship on proven items with existing traction
- Use kits and minis to test higher pricing or add value
- Align product education with clear problem solving

Brands that show up where the shopper already is, in price, claims, and format, are the ones pulling ahead.

How Navigo Helps Brands Win on Ulta

At Navigo, we work with beauty brands to position SKUs, structure ad strategy, and build retail execution plans around what drives visibility and sell through. We use performance data to align price with search, support products with momentum, and help brands scale in a channel that rewards clarity.

Ulta is moving fast. We help you move smarter.

