

TOP 5 FASTEST GROWING ONLINE CATEGORIES



DHL eCommerce Solutions shares the top five fastest growing online lightweight product categories from the period between Feb.-May 2020.

1 NUTRACEUTICALS

A healthy lifestyle and immune support is in!

High on consumers' list of online items:

- Vitamins C & D
- Protein shakes (whey)
- Nutritional and dietary supplements



2 HEALTH & BEAUTY

Do-it-yourself skin routines are only resort.

With local salons and barber shops closed, consumers are into DIY beauty:

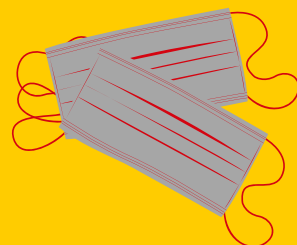
- Skincare and acne products
- Nail polish and artificial nails
- Hair dyes
- Grooming kits



3 APPAREL

Our masked future:

With face masks becoming the norm for an unforeseen amount of time, many companies are now adding masks to their product portfolios, many with fashionable options. Workout clothes and accessories are also in high demand with future demand uncertain.



4 PHARMACEUTICALS

Mail order pharma may be here to stay:

With the ease of ordering one to three months worth of medicine, consumers are opting to adopt online medicine orders and refills.



5 HOME OFFICE ACCESSORIES & SUPPLIES

Career & classwork from the comfort of the couch:

With the advent of home, career and school colliding, many consumers need basic office supplies such as:

- Ink/toner
- Paper
- Pens
- Laptops

