Rithum for Brands

Rithum

Health & Beauty E-Commerce Cheat Sheet

How Rithum Helps Health & Beauty Brands Grow Profitably Across Online Channels

Health and beauty is forecast to be the fastest growing e-commerce category over the next five years, according to eMarketer. Are you efficiently set up to maximize this expected growth? Rithum specializes in quickly onboarding sellers like you to new marketplaces and retail sites with the management tools, partnerships and confidence you need to grow your health and beauty business globally.

How Rithum helps health & beauty brands

Reach more channels. Onboard quickly and efficiently to new channels that sell health and beauty products. Rithum offers the largest reach with access to more than 420 global marketplaces and retail sites.

Sync product data feeds to social commerce sites. Effortlessly send your product data feeds to a multitude of platforms like TikTok Shop and Instagram.

Manage stock efficiently. Keep up with the never ending returns cycle. Automatically sync your inventory, product data, first-party and third-party sales in one place.

Manipulate data and rules. Make your data work for you. Use custom rules to easily manage extensive assortments with a platform built for data manipulation.

Integrate in real time. Track quantity and availability status with a holistic view across multiple channel integrations.

Sell and advertise in the same place. Stay in control of your advertising with digital marketing, retail media and marketplace management in one platform.

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Choose to sell on channels like:

Grow your GMV by 81% in 3 years and 199% in 5 years

We have helped our health and beauty marketplace customers grow their GMV by an average of 81% in 3 years and 199% in 5 years.

Let us help you see similar success.

When marketing excellence meets marketplace expansion... that's commerce in Rithum

Request a demo today to learn more and speak with one of our e-commerce experts.

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Health & Beauty E-Commerce Cheat Sheet

How Rithum Helps Health & Beauty Retailers Grow Product Offerings and Attract New Customers

eMarketer forecasts the health and beauty e-commerce to account for 12.3% of total retail and e-commerce sales this year, and for it to undergo the fastest digital transformation of any e-commerce category through 2028. Do you have the infrastructure in place to effectively keep pace with this anticipated growth? Rithum helps retailers manage every stage of the consumer journey, maximize efficiency, unlock new growth opportunities, and ultimately offer a superior customer experience.

How Rithum helps health & beauty retailers

Rithum helps drive scale and profitability through the world's largest unowned inventory network so you can:

Grow product assortment. No other e-commerce platform provides the flexibility to support various third-party (3P) inventory models. With Rithum, you can adapt quickly (without adding new tech) as business requirements change. With our Advanced Catalog capabilities, we can model any taxonomy to help brands build products faster, expedite time to site and shorten time to revenue.

Attract new customers. Rithum offers the most extensive network of sellers in the hottest categories. Expand your reach with our merchant discovery process to identify high-value products and reliable suppliers, opportunities to fill category whitespace, and capitalize on emerging trends with no inventory investment.

Exceed customer expectations. With the largest e-commerce network in the industry, Rithum helps you grow your assortment with quality brands customers trust. Delight them further with the tools to ensure on-time delivery and swift returns if needed. Since apparel has one of the highest returns rates of any category, it's critical to create an efficient process between trading partners while ensuring a seamless customer experience.

Improve margins and operational efficiency. We enable our retail partners to engage with their vendors through dropship and private marketplace. This also allows the merchant team to source a broader assortment and place product in the model (marketplace or dropship) that produces the greatest margin and profitability.

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Rithum is your trusted partner and platform

Rithum provides everything you need for a thriving retail presence. From access to high-quality brands that are trusted and can meet profitable margin contributions to helping you dial in your supply chain capabilities and maximize bottom line profits, we have the industry expertise to help you unlock your selling potential.

Why Rithum?

Largest e-commerce network in the industry, featuring trusted brands to grow your assortment

Grow topline revenue
Make positive EBITDA contribution with no inventory risk

$50B in GMV
Rithum powers the world's top brands and retailers

"Rithum has proven expertise in e-commerce leadership which helps us amplify our commerce solutions and help ensure they seamlessly join up across our channels and business systems."

– Henry Swift, Head of Online Commercial at M&S.com

Read the M&S Success Story

When greater product selection meets controlled operational expenses... that's commerce in Rithum

Request a demo today to learn more and speak with one of our e-commerce experts.

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