Media Analysis Report

Business Media Overall Analysis:

This business media report examines how five major publications, including Bloomberg, The Wall Street Journal, Retail Brew, Forbes, and Business of Fashion, have covered e.l.f. Beauty's recent performance and growth. The articles explore the company's financial success, leadership, the Rhode acquisition, expansion into new product categories, and efforts to reach more customers. Overall, the coverage is mostly positive, highlighting e.l.f.'s strong sales, affordable products, and continued growth. However, some articles also raise concerns about slowing growth, price increases, and whether expanding into too many product categories could affect the brand's identity. Together, these articles provide an overview of how business media views e.l.f. Beauty's current success and its potential challenges as it continues to grow.

Article 1: Bloomberg

"The $5 Billion Cosmetics Company Behind the High-Flying Rhode Brand"

Publication: Bloomberg Businessweek
Author: Cheryl Wischhover
Publication date: August 7, 2026
Overall sentiment: Positive with some criticism

Overall summary: Bloomberg's article discusses e.l.f. Beauty's growth, focusing on its acquisition of Hailey Bieber's Rhode brand. The company generated $1.6 billion in sales during fiscal year 2026, a 25% increase from the previous year, with Rhode contributing $390 million.

The overall tone is positive, highlighting e.l.f.'s success and expansion in the beauty industry. However, the article also points to challenges, including a decline in products sold following a $1 price increase and questions about how much the company's growth depends on Rhode. It also discusses future leadership, with CEO Tarang Amin emphasizing efforts to prepare more women for leadership roles and expressing hope that his successor will be a woman.

Overall, Bloomberg presents e.l.f. as a growing company that must balance expansion with affordability and long-term growth.

Article 2: The Wall Street Journal

"What a Family Business Taught e.l.f. Beauty's CEO"

Publication: The Wall Street Journal (CEO Brief)
Author: Alan Murray
Publication date: August 10, 2026
Overall sentiment: Positive

Overall summary: The Wall Street Journal's article focuses on CEO Tarang Amin's leadership journey and how growing up in a family business shaped his approach to managing e.l.f. Beauty. It highlights lessons he learned about cash flow, treating employees well, humility, and ownership.

The overall tone is positive, presenting Amin as an experienced leader who has helped grow e.l.f. into a multibillion-dollar beauty company while maintaining affordable prices. The article also highlights e.l.f.'s employee ownership program, which gives every employee equity each year as part of its company culture.

Additionally, the article recognizes the role of social media, particularly TikTok, in building consumer brands. Overall, it presents e.l.f. as an example of how affordable products, strong leadership, and an understanding of changing consumer behavior can drive business growth.

Article 3: Retail Brew

"New E.l.f. CMO on the Company's Rapid Category Expansion"

Publication: Retail Brew
Author: Erin Cabrey
Publication date: October 26, 2026
Overall sentiment: Positive

Overall summary: Retail Brew's article discusses e.l.f. Beauty's expansion into new categories, including hair care, body care and fragrance. Chief Marketing Officer Oshiya Savur explains that the company considers brand fit, its ability to compete and customer interest before launching new products. The article also highlights how customer feedback helps guide these decisions.

The overall tone is positive, pointing to e.l.f.'s continued growth, including a 36% sales increase in its most recent quarter and 30 consecutive quarters of sales growth. It also notes that nearly half of the customers purchasing its new hair care products were new to the brand.

Additionally, the article discusses e.l.f.'s use of platforms such as TikTok Shop, Amazon and Target to reach consumers. Overall, Retail Brew presents the company's expansion as a way to respond to customer interests and reach new audiences.

Article 4: Forbes

"E.l.f. Beauty Turns Tariff Windfall Into Global Growth Strategy"

Publication: Forbes
Author: Mark Faithfull
Publication date: August 6, 2026
Overall sentiment: Positive

Overall summary: Forbes' article discusses e.l.f. Beauty's sales growth and plans to use $50 million in tariff refunds to lower some product prices and increase marketing. The company reported a 36% revenue increase compared to the previous year, leading it to raise its financial expectations.

The overall tone is positive, highlighting e.l.f.'s ability to grow while keeping its products affordable. CEO Tarang Amin explains that the company plans to reinvest the money into better pricing and brand promotion. The article also discusses how e.l.f. studies customer buying habits to identify products that could sell more at lower prices.

Additionally, the article highlights e.l.f.'s international expansion into Europe and Brazil, along with its acquisition of Rhode. Overall, Forbes presents e.l.f. as a growing company that is expanding its reach while continuing to focus on affordability and customer demand.

Article 5: Business of Fashion

"How Big Can E.l.f. Get?"

Publication: Business of Fashion
Author: Priya Rao
Publication date: October 22, 2026
Overall sentiment: Mixed

Overall summary: Business of Fashion's article examines whether e.l.f. Beauty can grow beyond makeup and become a larger beauty brand. It discusses the company's expansion into fragrance and body care through its e.l.f. Pop line, along with its existing skincare and haircare products. The article highlights e.l.f.'s efforts to grow through new products, retail expansion and international markets.

The overall tone is mixed. While the article recognizes e.l.f.'s success, it questions whether the company can maintain its growth as it enters new categories. It notes that sales growth has started to slow after 30 consecutive quarters of increases and raises concerns that expanding too far could affect the brand's identity. Glossier is used as an example of a brand that faced challenges while expanding beyond its original makeup business.

However, the article also highlights opportunities for growth, particularly in skincare, where e.l.f. has reached more than $900 million in retail sales and become the 11th-largest skincare brand. Overall, Business of Fashion presents e.l.f.'s expansion as an opportunity, while recognizing the challenges of maintaining its brand identity and momentum.

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Analyst Quotes Analysis:

Overall, financial analysts have a mostly positive outlook on e.l.f. Beauty, pointing to strong sales growth, the success of Rhode, and expansion into new product categories. However, they also raise concerns about rising marketing costs, lower profit expectations, and the company's stock valuation. While most research firms see potential for continued growth, their differing ratings show that some investors may be more cautious about the company's future performance.

Analyst Quotes 1: Piper Sandler

Piper Sandler raises e.l.f. Beauty stock price target on sales outlook

Publication: Investing.com
Publication date: October 30, 2026
Analyst firm: Piper Sandler
Overall sentiment: Positive, with a Neutral stock rating

Analyst Analysis: Piper Sandler increased its expected stock price for e.l.f. Beauty from $65 to $100, showing that the firm believes the company's value could increase. The firm also expects e.l.f.'s sales to grow by 42%, which is higher than what other market predictions had estimated. This positive outlook is based on the continued success of Rhode, strong sales from e.l.f.'s existing products, and the company's expansion into haircare.

However, despite raising its expected stock price, Piper Sandler kept its rating at "Neutral." This means the firm sees potential for e.l.f. to grow but is not strongly recommending that investors buy its stock.

Analyst Quotes 2: Zacks Investment Research

e.l.f. Beauty Readies for Q2 Earnings: What Should Investors Expect?

Publication: Zacks Investment Research
Publication date: October 30, 2026

Analyst firm: Zacks Equity Research
Overall sentiment: Mixed, leaning positive

Analyst Analysis: Zacks Investment Research expects e.l.f. Beauty to report strong sales when it announces its upcoming quarterly results. The article predicts that the company's sales could increase by 36.8% compared to the same period last year. It highlights several reasons for this expected growth, including lower prices on some products, new product launches, the expansion into haircare, and Rhode becoming available in more international markets.

However, the article also points out some possible challenges. The company is spending more money on marketing and advertising, and lowering prices on certain products could affect how much money it makes from each sale. The article also expects e.l.f. to make less profit per share than it did during the same quarter last year. Additionally, Zacks' analysis does not currently predict that the company will perform better than financial experts expect.

Analyst Quotes 3: MarketBeat

e.l.f. Beauty (NYSE:ELF) Stock Has Average Price Target of $112.06 According to Brokerages

Publication: MarketBeat
Publication date: October 31, 2026
Analyst Firm: MarketBeat
Overall sentiment: Mostly positive, with some concerns

Analyst Analysis: MarketBeat's article looks at how different financial research firms view e.l.f. Beauty's future. It reports that 18 firms have shared opinions about the company's stock. Most have a positive outlook, with firms such as Citigroup, Sanford C. Bernstein, and Canaccord Genuity recently increasing their expected stock prices and recommending that investors buy the stock. Zacks Research also upgraded e.l.f. to a Strong Buy rating. However, Weiss Ratings maintains a negative rating, showing that not all firms are confident about the company's future. The average expected stock price across the 18 firms is $112.06.

The article also highlights e.l.f.'s strong financial performance, including a 35.5% increase in sales compared to the same period last year. However, it mentions that some company executives and directors have recently sold shares of their own stock, which is another detail investors may consider.