CreatorIQ

Q3 2023

Global Beauty Report

Our quarterly Global Beauty Report ranks the top beauty brands in earned media performance across major international markets, and reveals exclusive insights into trending content, products, and brands. We write about, and work with, brands in beauty, fashion, wellness, lifestyle, and more verticals in both the U.S. and numerous international markets. Visit creatoriq.com for full access to our reports.
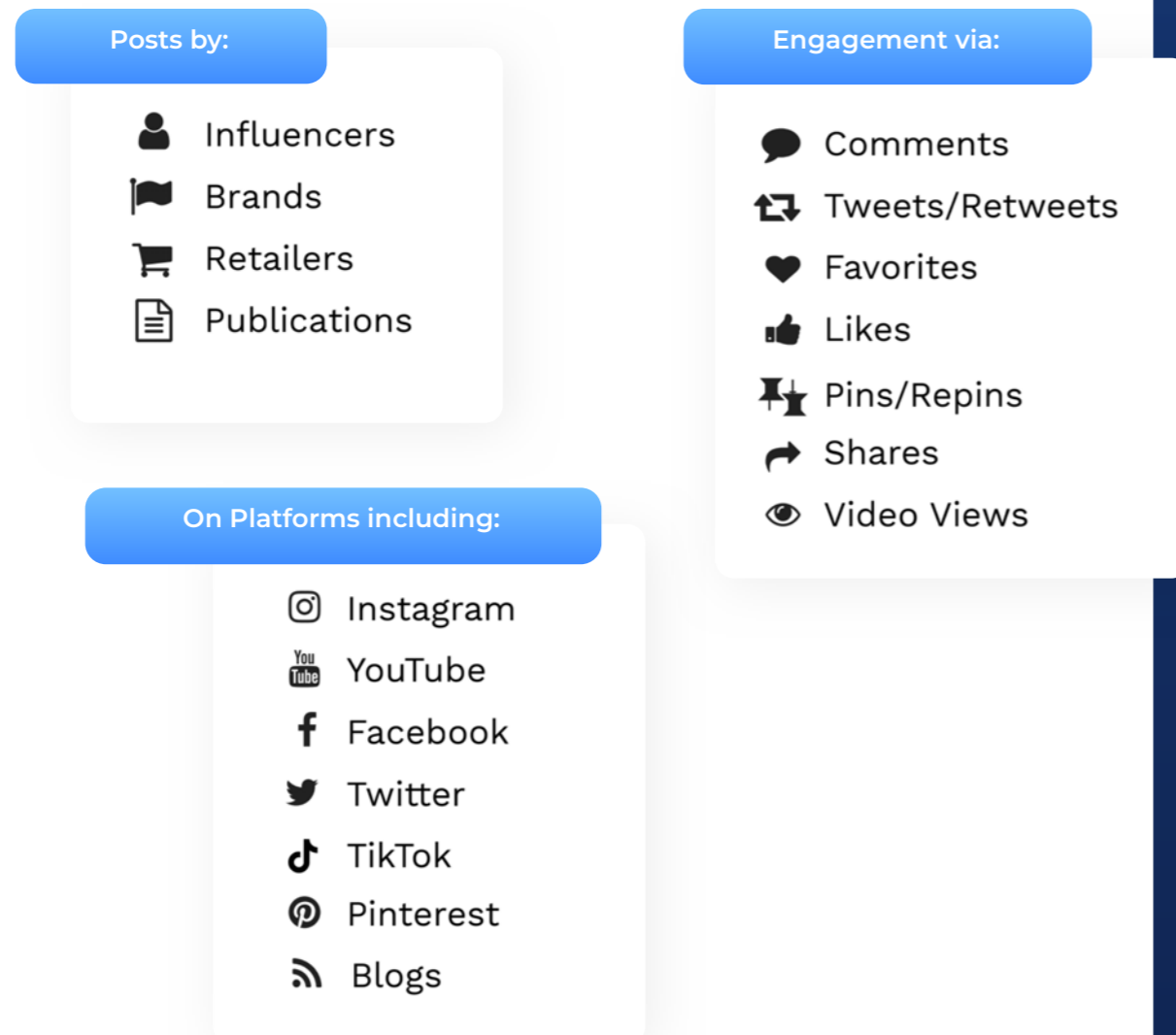
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What Is EMV?

Earned Media Value, or EMV, is Tribe Dynamics' proprietary metric for quantifying the estimated value of consumer engagement with digital earned media. Our holistic approach assigns a unique value to a piece of content based on the platform it was published on and engagement received from followers and consumers. This value is then attributed to the specific brands mentioned within the post. EMV can be used to evaluate the earned performance of individual marketing campaigns and benchmark brands within the competitive landscape.

Posts by:
- 👤 Influencers
- 🏳 Brands
- 🛒 Retailers
- 📄 Publications

Engagement via:
- 💬 Comments
- 🔁 Tweets/Retweets
- ❤ Favorites
- 👍 Likes
- 📌 Pins/Repins
- ➡ Shares
- 👁 Video Views

On Platforms including:
- Instagram
- YouTube
- Facebook
- Twitter
- TikTok
- Pinterest
- Blogs

Glossary of Terms

Influencer Tiers

Powerhouse Influencer
Ambassador with over 1M followers on their primary channel.

Established Influencer
Ambassador with 300k to 1M followers on their primary channel.

Mid-Tier Influencer
Ambassador with 100k to 300k followers on their primary channel.

Micro-Influencer
Ambassador with fewer than 100k followers on their primary channel.

Community Metrics

Community Size
The total number of ambassadors who created content about a brand within a given time period.

Posting Frequency
The average number of posts created per ambassador for a brand within a given time period.

Ambassador Potency
The average amount of EMV driven per ambassador for a brand within a given time period.

Other

EMV Retention
The proportion of EMV from loyal influencers who continue to post about your brand from one time period to the next. EMV retention is calculated by taking the amount of EMV generated in a given time period by influencers who also mentioned your brand in the corresponding previous time period, and then dividing that figure by your brand's total EMV in the corresponding previous time period.

Sponsored EMV
A post is labeled "sponsored" if it contains hashtags or language that denote a sponsorship, such as "#ad" or "#spon."

Brands Turn Up the Heat With Strategic Partnerships and Campaigns

Across diverse markets, beauty brands launched strategic and impactful campaigns to take advantage of Q3's summer months. While many consumers were out of office, beauty giants were hard at work, orchestrating viral moments around the globe to amplify brand and product awareness. Successful makeup, skincare, and haircare brands tapped into market-specific events and content creators to connect with regional audiences and brand fans. Below, we've rounded up some of the most noteworthy initiatives from the

Korea

In Korea, Make Up For Ever Woos K-Pop Fans With New Brand Ambassador

This summer, Make Up For Ever captivated K-Pop enthusiasts by introducing Kim Chae-won, the leader of the girl group Le Sserafim, as its latest brand ambassador. Beyond sparking online buzz, Kim emerged as the brand's leading EMV-driver for Q3, commanding an impressive $1.5M across 10 mentions. Moreover, the hashtag #김채원 (#KimChaewon) proved to be one of Make Up For Ever's most influential, amassing $265.0k EMV through 22 mentions. As the quarter drew to a close, the brand tallied a remarkable 414 mentions, culminating in a stellar $3.6M total EMV—a noteworthy 246% quarter-over-quarter surge.

Italy

In Italy, Armani Beauty Shines at the Venice Film Festival

Armani Beauty embraced the epitome of 'la dolce vita' in Italy this quarter via a partnership with the Venice Film Festival. As the official beauty sponsor of this iconic event, Armani Beauty took center stage, with its products adorning the red carpet looks of influential content creators like Federica Scagnetti (@federica.scagnetti on Instagram) and Claudia Dionigi (@claudiadionigi). Leveraging the festival as a platform, the brand shone a spotlight on its Luminous Silk Foundation and Lip Power Long-Lasting Matte Lipstick. Rising in the ranks of Armani Beauty's top EMV-generating products, both offerings accumulated a substantial $982.4k EMV across 220 mentions. Closing out Q3 on high note, Armani Beauty boasted an impressive $8.3M EMV total, which proved a noteworthy 218% quarter-over-quarter gain.

Gulf Countries

In the Gulf Countries, NYX Professional Makeup Launches Brow-Raising Campaign

NYX Professional Makeup enlisted a myriad of content creators from its established network to propel its eyebrow range into the limelight ahead of the back-to-school season. In a savvy move, the brand harnessed the influence of #BeautyTok creators such as Rayan Fahmi (@rayanfahmi) and Sarah Mohammed (@itsara.ae), while also introducing new advocates like Lana Mohd (@lana_mohd89) and Nouran Rena (@missnouran), to further amplify awareness through compelling content marked with #SchoolOfBrows and #NYXCosmeticsArabia. The brand's Brow Glue and Eyebrow Gel emerged as standout offerings in Q3, collectively powering an impressive $602.3k EMV. In all, NYX Professional Makeup achieved a remarkable $8.4M EMV haul, marking a substantial 105% quarter-over-quarter gain.

Top 10 Beauty Brands in the UK

UK Beauty

Rank	Brand	Q3 2023 EMV		QoQ		YoY
1st → 0	Charlotte Tilbury	$53,387,213	↗	7%	↗	47%
2nd ↗ 3	MAC	$36,159,327	↗	20%	↗	51%
3rd ↗ 5	NYX Professional Makeup	$35,957,444	↗	42%	↗	114%
4th → 0	L'Oréal Paris	$34,026,135	↗	11%	↗	170%
5th ↘ 2	NARS	$31,337,021	→	0%	↗	10%
6th ↗ 3	Maybelline	$30,205,850	↗	21%	↗	204%
7th ●	YSL (Beauty)	$28,399,694	↗	56%	↗	239%
8th ↘ 6	Rare Beauty	$26,338,493	↘	-18%	↗	82%
9th ↘ 3	Dior (Beauty)	$23,587,527	↘	-15%	↗	33%
10th ●	Armani (Beauty)	$21,983,688	↗	96%	↗	151%

● This brand was not in the previous quarter's Top 10.

Top 10: Community Metrics

Community Size, Frequency, and Potency for UK Beauty

*Circle size denotes brand community size

Frequency: Posts/Creator (y-axis: 3.0 to 5.5)
Potency: EMV/Creator (x-axis: $12k to $28k)
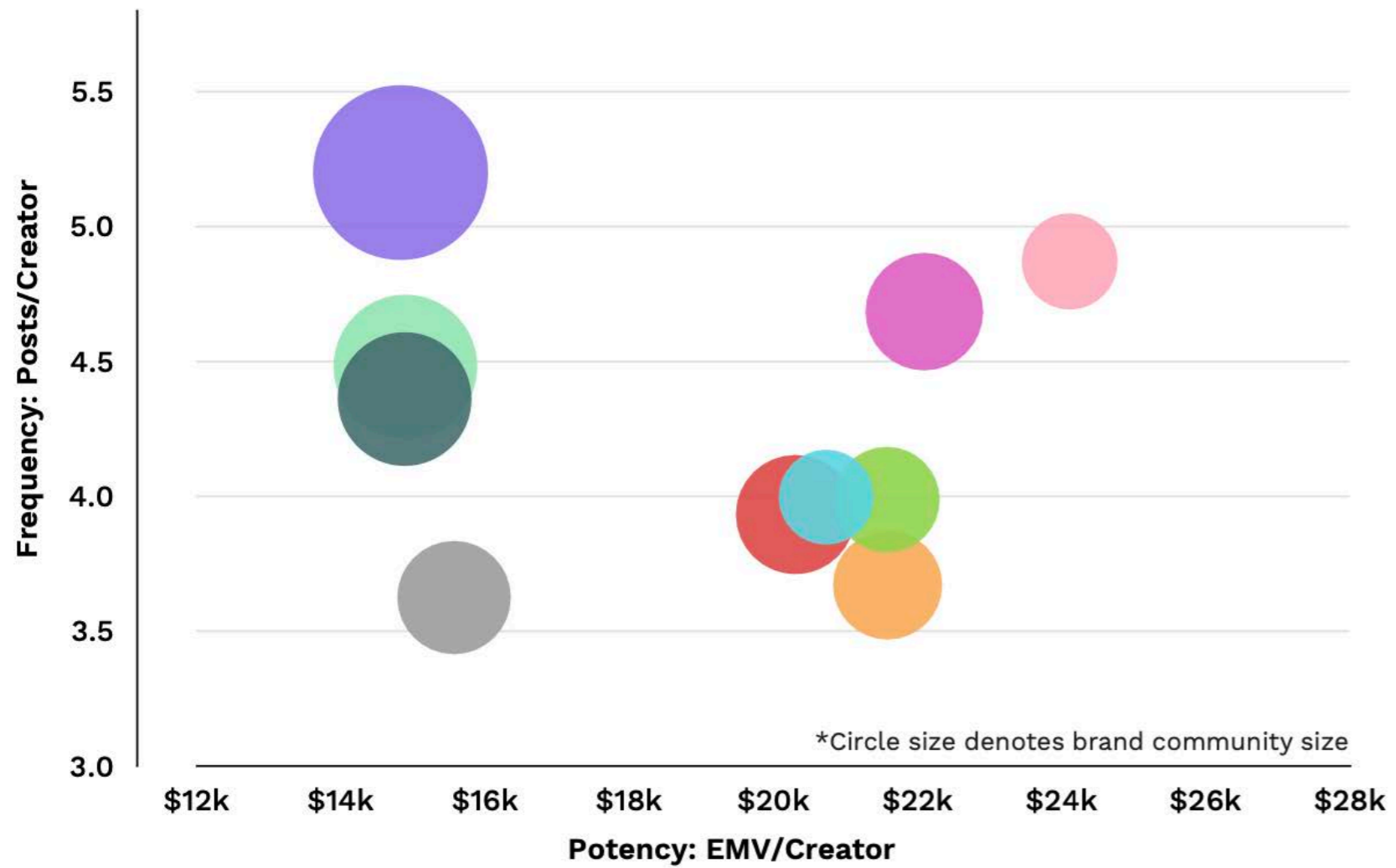
Brands	No. of Creators	Posts per Creator	EMV per Creator
Charlotte Tilbury	3,598	5.2	$14,838
MAC	2,426	4.5	$14,905
NYX Professional Makeup	1,627	4.7	$22,100
L'Oréal Paris	1,675	3.9	$20,314
NARS	2,104	4.4	$14,894
Maybelline	1,399	3.7	$21,591
YSL (Beauty)	1,316	4.0	$21,580
Rare Beauty	1,092	4.9	$24,119
Dior (Beauty)	1,514	3.6	$15,580
Armani (Beauty)	1,060	4.0	$20,739

Brand Spotlights

A Closer Look at UK Beauty Brands

Rimmel London's #ThrillPitchBlack Campaign Has Brand Fans Thrilled

Rimmel London soared to new heights in a prosperous quarter fueled by the brand's impactful #ThrillPitchBlack campaign. This initiative came in as one of Rimmel London's top EMV-driving hashtags, netting an impressive $1.5M across 176 posts. Capitalizing on the back-to-school buzz, Rimmel London strategically showcased its new Thrill Seeker Pitch Black Mascara by collaborating with creators like Samantha Harvey (@makeupbysamanthaharvey on TikTok) and Maisie Smith (@maisielousmith), seamlessly integrating the offering into #GRWM (get ready with me) content. As the curtains closed on Q3, Rimmel stood triumphant with a community of 1.1k brand fans, 3.3k mentions, and an outstanding $15.3M EMV total haul—a remarkable 154% quarter-over-quarter surge.

NIVEA Scores With Football Fans

NIVEA won big in the U.K. this quarter, collecting $7.4M EMV and experiencing an astronomical 352% quarter-over-quarter surge courtesy of football enthusiasts. The brand's skincare range for men strategically aligned with sports community destination 433 (@433 on Instagram), orchestrating a partnered content series that featured NIVEA products alongside football luminaries like Roberto Carlos (@oficialrc3). This partnership fueled an impressive $6.1M EMV for NIVEA, constituting a noteworthy 82% of the brand's total EMV garnered in Q3. As the quarter concluded, NIVEA not only amassed 251 brand fans, but also garnered 751 mentions.

IT Cosmetics Benefits From Partnership With Look Fantastic

Europe's top beauty retailer, Look Fantastic, took IT Cosmetics' U.K. presence to new heights this quarter. The brand collected $6.6M EMV—a 141% QoQ spike—thanks to the retailer's partnership with #BeautyTok creators like Craig Hamilton (@raighamiltonartistry) and Helin Doski (@helinndoski), who featured offerings from IT Cosmetics and other brands in their #GRWM (get ready with me) content. The products that generated the most buzz were the Bye Bye Pores Pressed Powder, Bye Bye Pores Bronzer, and CC Cream, which collectively powered $1.9M EMV via 144 mentions. This activity also contributed to the brand's expanding network, which grew by 337 brand fans. IT Cosmetics ended Q3 with 513 creators and 1.4k posts, which proved 22% and 39% QoQ improvements, respectively.

Other Notable Brands

Charlotte Tilbury

Increased Brand Awareness

18.7k Brand Mentions

Urban Decay

Growing Content Volume

59% QoQ Spike in Post Count

YSL Beauty

Potent Creator Community

$21.6k EMV Average per Creator

Creator Spotlights

A Closer Look at UK Beauty Creators

Notable Creators

Kaushal Modha
@kaushal on Instagram

Wellness Expert

Top Brands

MAC Cosmetics,
L'Oréal Paris,
Shiseido
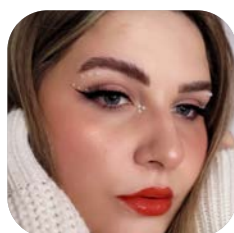
Klaudia Kang
@klaudiakang on Instagram

Micro-Influencer to Watch

Top Brands

Anastasia Beverly Hills,
YSL Beauty,
Huda Beauty

Lana Jenkins
@lanajenkinss on TikTok

Growing #BeautyTok Star

Top Brands

Rimmel London,
Charlotte Tilbury,
NARS

MAC Cosmetics

@maccosmeticsuk on Instagram

Veteran Beauty Brand

Rising U.K. Brands Come Out on Top Thanks to Buzzy Product Launches

Amidst a challenging quarter for a majority of U.K. beauty brands, a select few not only weathered the summer slump, but emerged in a stronger position than before. These brands strategically navigated the creator marketing landscape through impactful campaigns centered around innovative product launches.

YSL Beauty stirred online buzz with the introduction of its long-wear All Hours Concealer range. Collaborating with a diverse array of creators, including Alice T (@alxcext on TikTok) and Bella Michelle (@onlybells_), the brand worked strategically with these popular spokespeople to amplify awareness around the launch via sponsored content tagged #AllHoursConcealer and #Ad. These hashtags emerged as pivotal drivers for YSL Beauty, collectively accounting for $2.3M of the brand's $28.4M EMV quarterly total.

Meanwhile, MAC Cosmetics executed a comparable strategy this summer by introducing the Studio Radiance Serum-Powered Foundation range, accompanied by a strategic creator-led campaign to propel product awareness. #BeautyTok was inundated shortly following the unveiling, with creators such as Alex Steinherr (@alexsteinherr) and Amelia Olivia (@amelia0livia) offering reviews of the serum-powered foundation. This innovative new addition swiftly ascended the ranks of MAC's top EMV-generating products, contributing an impressive $2.6M across 329 mentions. As Q3 concluded, MAC not only achieved a noteworthy $36.1M EMV haul, but also claimed the region's No. 2 ranking.

Q3 2023

Top 10 Beauty Brands in France

Rank	Brand	Q3 2023 EMV		QoQ		YoY
1st ↗ 7	NYX Professional Makeup	$12,408,623	↗	52%	↗	49%
2nd ↗ 5	Lancôme	$11,069,808	↗	23%	↗	98%
3rd ↘ 2	L'Oréal Paris	$9,902,086	↘	-43%	↗	44%
4th ↗ 5	Armani (Beauty)	$9,481,912	↗	24%	↗	169%
5th ↘ 3	Maybelline	$8,366,316	↘	-25%	↗	132%
6th → 0	Dior (Beauty)	$7,996,199	↘	-20%	↗	21%
7th ↘ 2	Rare Beauty	$7,450,698	↘	-30%	↗	36%
8th ↘ 5	Charlotte Tilbury	$7,084,647	↘	-34%	↗	10%
9th ●	MAC	$6,806,368	↗	28%	↘	-3%
10th ●	Huda Beauty	$6,714,811	↗	96%	↗	107%

● This brand was not in the previous quarter's Top 10.

Top 10: Community Metrics

Community Size, Frequency, and Potency for France Beauty

*Circle size denotes brand community size

Frequency: Posts/Creator (y-axis: 2.0 – 5.5)
Potency: EMV/Creator (x-axis: $10k – $30k)
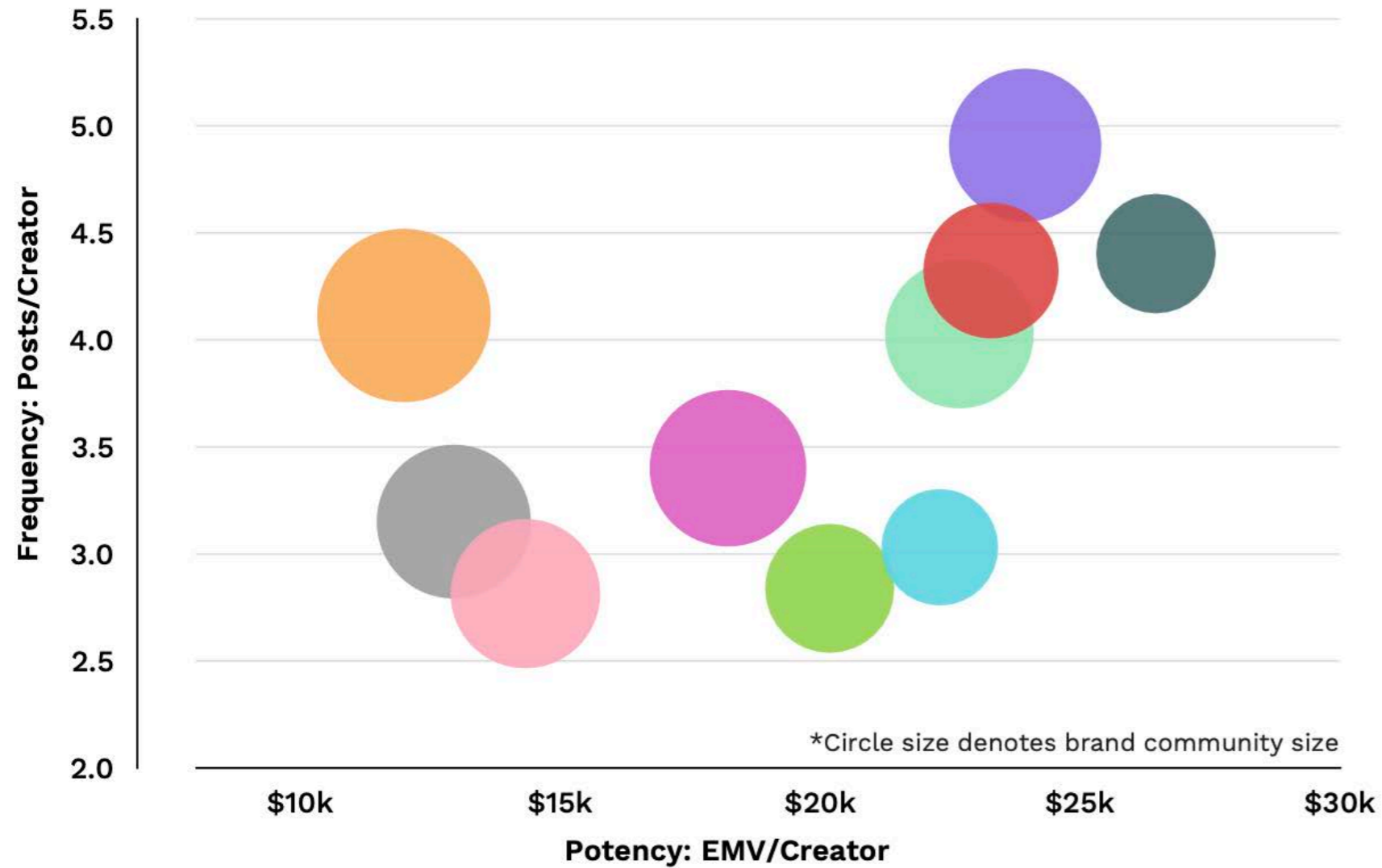
Brands	No. of Creators	Posts per Creator	EMV per Creator
NYX Professional Makeup	518	4.9	$23,955
Lancôme	488	4.0	$22,684
L'Oréal Paris	543	3.4	$18,236
Armani (Beauty)	407	4.3	$23,297
Maybelline	316	4.4	$26,476
Dior (Beauty)	666	4.1	$12,006
Rare Beauty	369	2.8	$20,192
Charlotte Tilbury	494	2.8	$14,341
MAC	525	3.1	$12,965
Huda Beauty [4]	301	3.0	$22,308

Brand Spotlights
A Closer Look at Beauty Brands in France

Other Notable Brands

Uriage Wins With Seasonal Campaigns

Uriage experienced a thriving quarter on its home turf, achieving a noteworthy $1.9M EMV and an impressive 78% quarter-over-quarter surge. This summer, the brand addressed chafing concerns through a strategic campaign, enlisting collaborations with creators such as Pauline (@pausitiveworld on Instagram) and Myriam Ben Souilem (@myssyjym on TikTok). Their partnerships showcased the multifaceted benefits of Uriage's Insulating Repairing Cream, delivering a compelling narrative. Building on this momentum, Uriage also engaged existing ambassadors like Amoudax (@amoudaxtiktok) and Julie-Conseils Beauté (@ljulieebnr) to author additional content, effectively amplifying awareness around its Hyseac 3-REGUL Global Skincare formula. As the quarter concluded, Uriage garnered nearly 1.0k mentions from more than 300 brand fans.

Shiseido Generates International Buzz With Global Events

Shiseido secured an impressive $1.4M EMV, a remarkable 141% quarter-over-quarter surge, fueled by a series of branded events around the globe. Shiseido hosted a special evening in New York City, where French content creators Amandine Petit (@Amandinepetitoff on Instagram), Sabrina Cesari (@Sabrina Cesari), and Iris Mittenaere (@irismittenaeremf) were invited to celebrate actress Anne Hathaway as the face of Shiseido's Vital Perfection range. Simultaneously, Shiseido set the stage for its annual Shiseido Beauty Summit in Barcelona, Spain, extending invitations to notable French creators like Justine Kamara (@kamarajustine) to partake in this immersive experience. In all, Shiseido cultivated a community of 134 brand fans who shared 397 brand mentions.

Givenchy Beauty Leverages TikTok Trends

Givenchy Beauty's Prisme Libre Loose Powder rode the wave of TikTok's pink powder trend, gaining significant traction towards the close of Q3. Ranking as one of the brand's premier EMV-driving offerings for the quarter, the powder powered a substantial $422.0k across 86 mentions, courtesy of content creators like Kayliah Balou (@kay.mbl on TikTok) and Karima Enasri (@karima_enasri_ on Instagram). The use of #MakeupTrends and #ViralMakeup further underscored Givenchy Beauty's digital presence, with these hashtags contributing to a combined $260.2k EMV. Givenchy Beauty closed out the quarter with $2.7M EMV, a notable 58% quarter-over-quarter surge.

Huda Beauty

Increased Creator Activity

61% QoQ Surge in Potency

RHODE Skin

Loyal Brand Fans

150% QoQ Network Expansion

NYX Professional Makeup

Growing Creator Community

2.5k Brand Mentions

Creator Spotlights

A Closer Look at Beauty Creators in France

Notable Creators
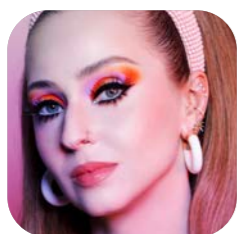
Marion Moretti
@marioncameleon on Instagram

Professional Makeup Artist

Top Brands

Fenty Beauty,
Haus Labs,
Maybelline

Iris Mittenaere
@irismittenaeremf on Instagram

Fashion and Beauty Icon

Top Brands

Lancôme,
Shiseido,
L'Oréal Professionnel

Baisers De Cacao
@baisersdecacao on TikTok

Skincare Blogger

Top Brands

NIVEA, Uriage, Vichy

Elsa Couturier
@ctr.elsa on TikTok

Lifestyle Creator

Rising Brands Leverage Product Expertise to Get Ahead in France

Several of France's top-growing brands strategically positioned themselves as industry authorities in Q3, leveraging their unique expertise in specific product categories to gain a competitive edge amid a saturated market.

For example, CeraVe's ongoing #CleanseLikeADerm initiative emerged as a triumphant campaign for the brand, educating skincare enthusiasts on optimal skin care practices throughout the summer months. This impactful hashtag secured its place among CeraVe's top EMV-generating tags in Q3, contributing an impressive $615.1k towards the brand's $3.3M EMV Q3 total.

In another strategic move, KVD Beauty capitalized on Q3's resurging fascination with tubing mascara by placing the spotlight on its latest offering, the Full Sleeve Long + Defined Tubing Mascara. The brand established sponsored collaborations with #BeautyTok influencers like Elsa Couturier (@ctr.elsa on TikTok) and Rawell (@rawellsaiidiioffoff), who showcased the mascara's unique benefits through content tagged #FullSleeveMascara and #TubingMascara. The campaign was a resounding success, with KVD Beauty's mascara being recognized as a top pick for tubing mascaras by publications like ELLE Magazine. In all, KVD Beauty celebrated a substantial $3.0M EMV Q3 total, a 58% QoQ boost.

Top 10 Beauty Brands in Australia

Australia Beauty

Rank	Brand	Q3 2023 EMV		QoQ		YoY
1st ↗ 2	Charlotte Tilbury	$7,800,222		↗ 17%	↗ 21%
2nd ↘ 1	ghd	$7,115,356		↘ -26%	↗ 40%
3rd ↘ 1	Rare Beauty	$6,971,662		→ 0%	↗ 191%
4th ↗ 1	MAC	$6,061,961		↗ 12%	↘ -6%
5th ↘ 1	Dior (Beauty)	$5,115,668		↘ -11%	↘ -1%
6th → 0	Maybelline	$4,280,545		↘ -8%	↗ 30%
7th ●	Benefit	$4,041,803		↗ 69%	↗ 14%
8th ●	YSL (Beauty)	$3,511,844		↗ 84%	↗ 105%
9th ●	Tarte	$3,502,016		↗ 53%	↗ 35%
10th ↘ 1	Anastasia Beverly Hills	$3,435,368		↘ -15%	↘ -36%

● This brand was not in the previous quarter's Top 10.

Top 10: Community Metrics

Community Size, Frequency, and Potency for Australia Beauty

*Circle size denotes brand community size

Frequency: Posts/Creator (y-axis): 2.0 – 7.0

Potency: EMV/Creator (x-axis): $5.0k, $10k, $15k, $20k
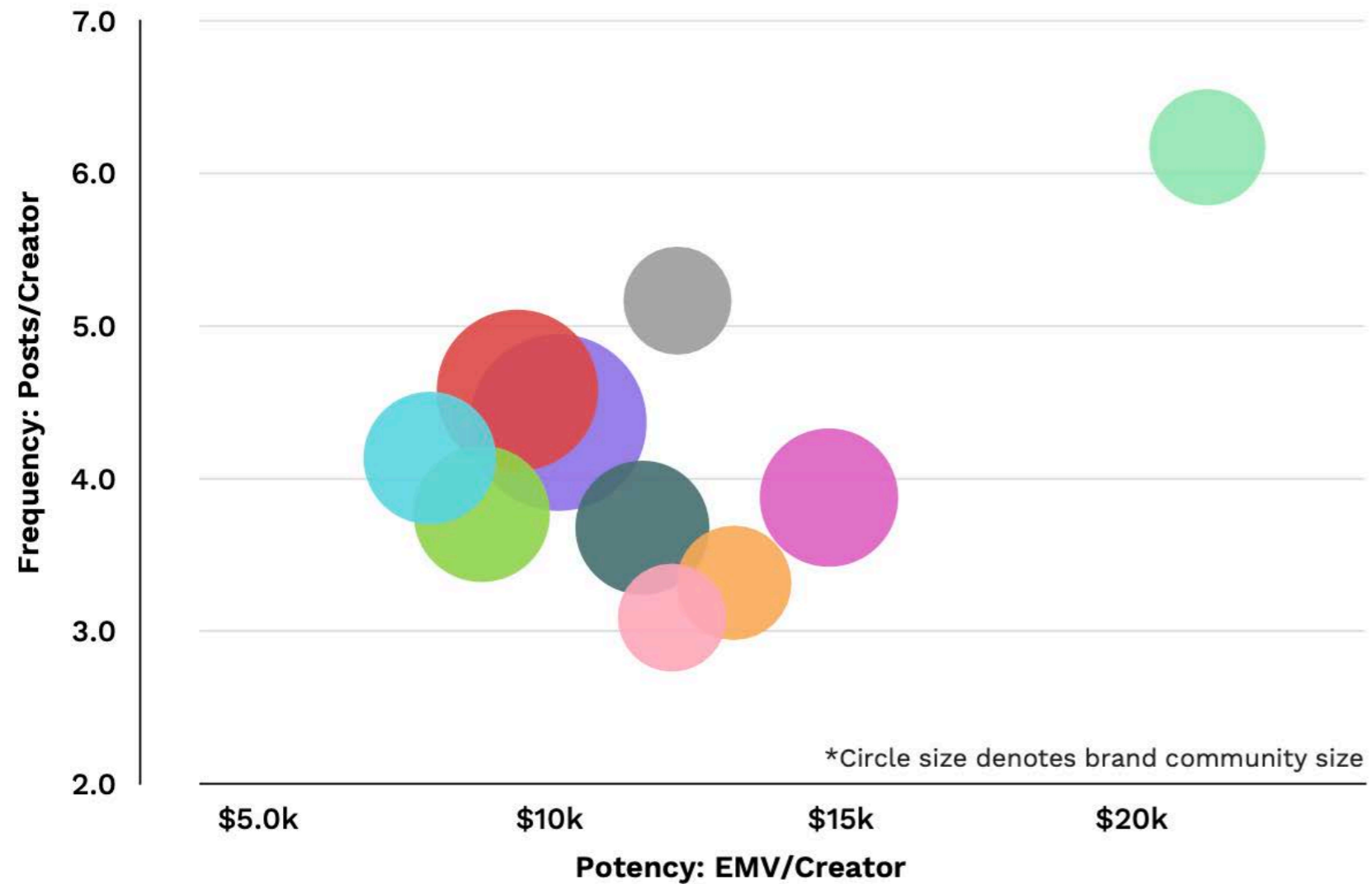
Brands	No. of Creators	Posts per Creator	EMV per Creator
Charlotte Tilbury	768	4.4	$10,157
ghd	334	6.2	$21,303
Rare Beauty	471	3.9	$14,802
MAC	641	4.6	$9,457
Dior (Beauty)	441	3.7	$11,600
Maybelline	325	3.3	$13,171
Benefit	457	3.8	$8,844
YSL (Beauty)	290	3.1	$12,110
Tarte	287	5.2	$12,202
Anastasia Beverly Hills	432	4.1	$7,952

Top 10 Beauty Brands in Canada

Rank	Brand	Q3 2023 EMV		QoQ		YoY
1st ↗ 2	MAC	$19,210,624		↗ 17%	↗	77%
2nd → 0	Charlotte Tilbury	$13,708,143		↘ -20%	↗	18%
3rd ↘ 2	Rare Beauty	$12,695,532		↘ -31%	↗	23%
4th → 0	NYX Professional Makeup	$9,328,704		↘ -20%	↘	-10%
5th ↗ 1	NARS	$9,284,749		↘ -13%	↗	22%
6th ↘ 1	ColourPop	$9,204,991		↘ -19%	↘	-15%
7th ↗ 3	L'Oréal Paris	$9,030,840		↗ 8%	↗	77%
8th ↘ 1	Anastasia Beverly Hills	$8,965,270		↘ -4%	↗	15%
9th ↘ 1	Dior (Beauty)	$8,750,032		↘ -3%	↗	11%
10th ↘ 1	Fenty Beauty	$7,871,078		↘ -11%	↘	-6%
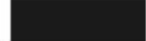
Canada Beauty

Community Size, Frequency, and Potency for Canada Beauty

*Circle size denotes brand community size
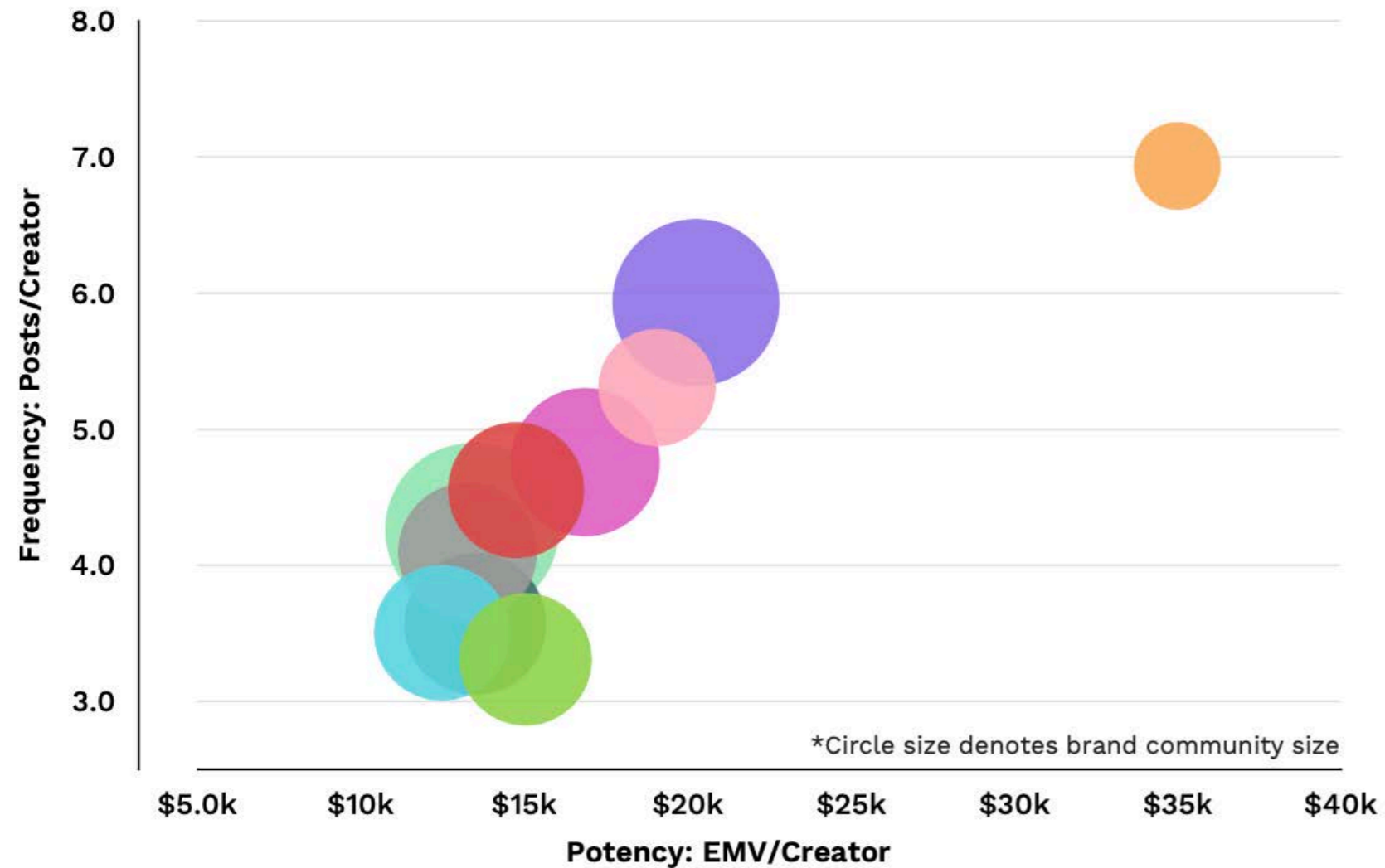
Brands	No. of Creators	Posts per Creator	EMV per Creator
MAC	948	5.9	$20,264
Charlotte Tilbury	1,022	4.3	$13,413
Rare Beauty	752	4.8	$16,882
NYX Professional Makeup	632	4.5	$14,761
NARS	687	3.6	$13,515
ColourPop	263	6.9	$35,000
L'Oréal Paris	600	3.3	$15,051
Anastasia Beverly Hills	470	5.3	$19,075
Dior (Beauty)	659	4.1	$13,278
Fenty Beauty	630	3.5	$12,494

Top 10 Beauty Brands in Germany

Rank	Brand	Q3 2023 EMV		QoQ		YoY
1st → 0	L'Oréal Paris	$13,995,866		📈 7%	📈	85%
2nd → 0	Dior (Beauty)	$7,814,522		📉 -32%	📉	-5%
3rd → 0	Maybelline	$6,794,995		📉 -4%	📈	65%
4th 📈 4	NYX Professional Makeup	$6,587,202		📈 53%	📈	59%
5th 📉 1	Charlotte Tilbury	$5,561,559		📉 -8%	📈	8%
6th ●	MAC	$5,356,058		📈 52%	📈	26%
7th ●	Catrice	$5,160,185		📈 80%	📈	68%
8th ●	Schwarzkopf	$4,355,648		📈 71%	📈	32%
9th ●	Lancôme	$4,341,397		📈 30%	📈	53%
10th 📉 5	YSL (Beauty)	$4,120,842		📉 -20%	📈	135%

● This brand was not in the previous quarter's Top 10.

Top 10: Community Metrics

Community Size, Frequency, and Potency for Germany Beauty

*Circle size denotes brand community size

Frequency: Posts/Creator (y-axis) vs Potency: EMV/Creator (x-axis)
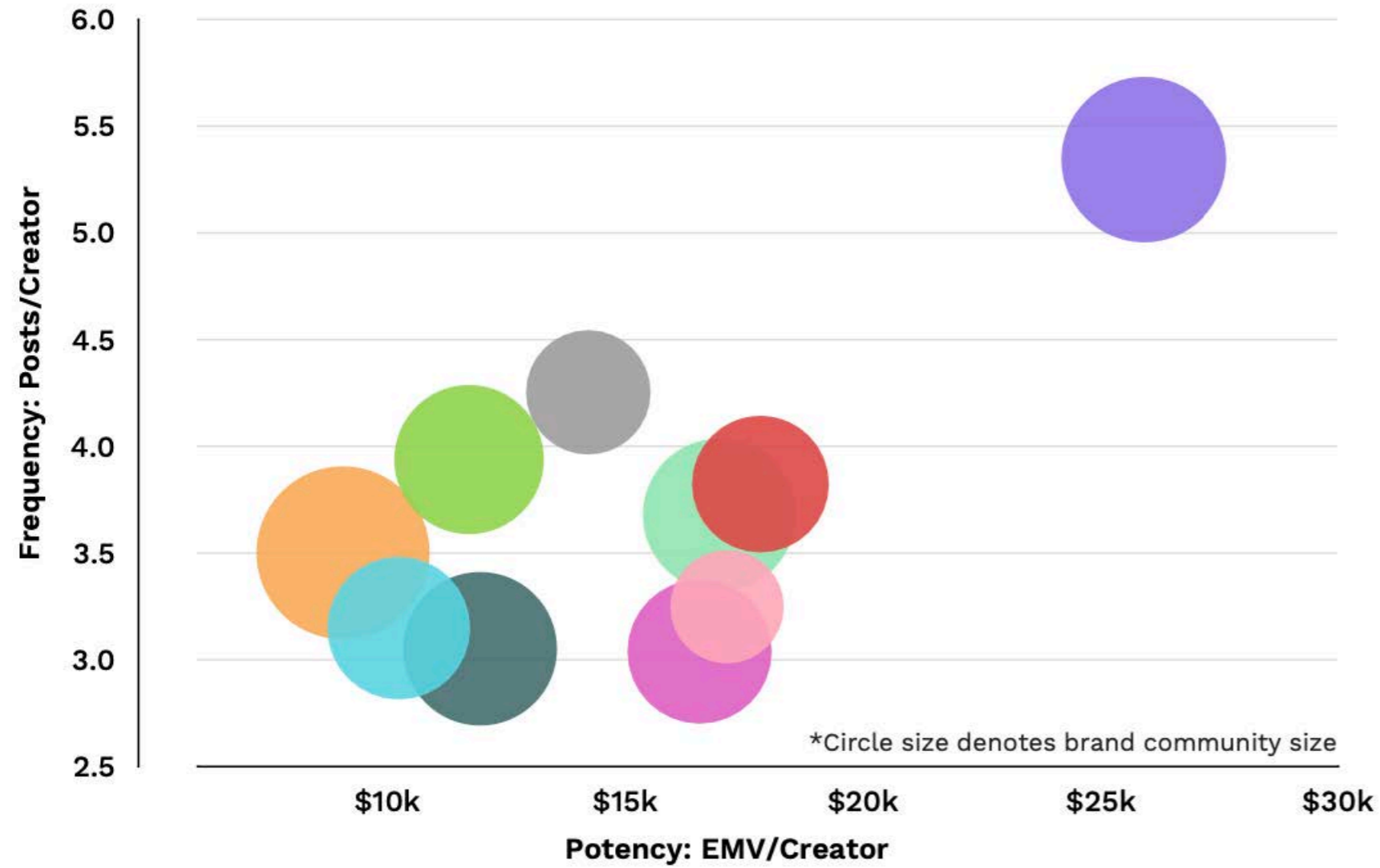
Brands	No. of Creators	Posts per Creator	EMV per Creator
L'Oréal Paris	540	5.3	$25,918
Dior (Beauty)	460	3.7	$16,988
Maybelline	410	3.0	$16,573
NYX Professional Makeup	369	3.8	$17,851
Charlotte Tilbury	465	3.0	$11,960
MAC	590	3.5	$9,078
Catrice	440	3.9	$11,728
Schwarzkopf	254	3.2	$17,148
Lancôme	305	4.2	$14,234
YSL (Beauty)	402	3.1	$10,251

Q3 2023

Top 10 Beauty Brands in Gulf Countries

Rank	Brand	Q3 2023 EMV		QoQ	YoY
1st ↗ 1	Dior (Beauty)	$9,883,523		↘ -19%	↗ 33%
2nd ●	NYX Professional Makeup	$8,452,142		↗ 105%	↗ 106%
3rd ↗ 3	MAC	$8,214,788		↗ 8%	↘ -24%
4th ↘ 1	Charlotte Tilbury	$7,420,190		↘ -30%	↗ 41%
5th ↘ 4	Benefit	$7,403,132		↘ -52%	↗ 6%
6th ↗ 2	Garnier	$6,178,784		↘ -10%	↗ 310%
7th ●	Lancôme	$5,406,119		↗ 40%	↗ 290%
8th ●	Urban Decay	$5,088,622		↗ 18%	↗ 70%
9th ●	Make Up For Ever	$4,586,049		↗ 8%	↘ -27%
10th ↘ 6	NARS	$4,454,710		↘ -52%	↗ 7%

● This brand was not in the previous quarter's Top 10.
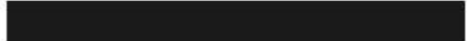
Top 10: Community Metrics

Community Size, Frequency, and Potency for Gulf Countries

*Circle size denotes brand community size

Frequency: Posts/Creator (y-axis) vs Potency: EMV/Creator (x-axis)
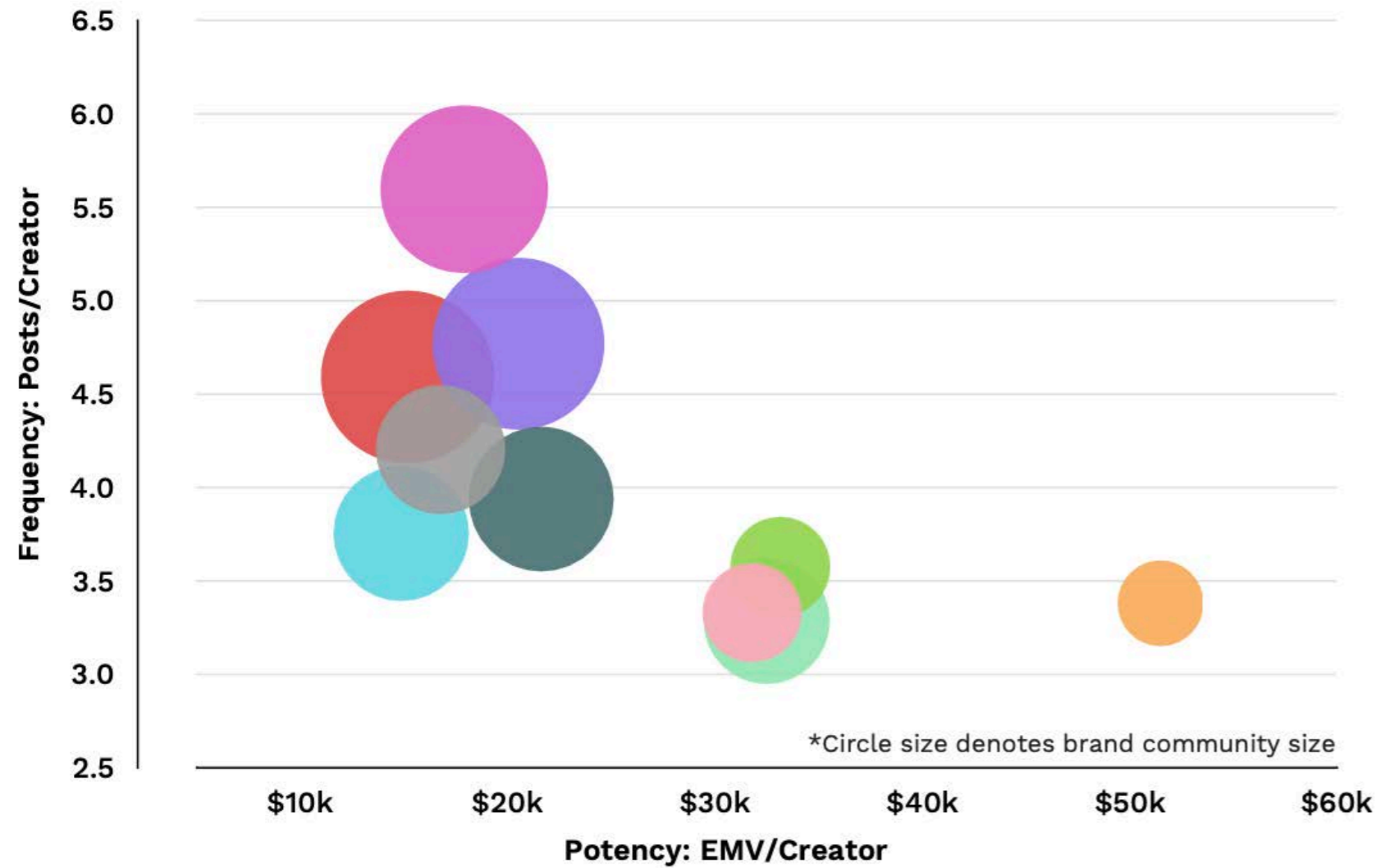
Brands	No. of Creators	Posts per Creator	EMV per Creator
Dior (Beauty)	481	4.8	$20,548
NYX Professional Makeup	260	3.3	$32,508
MAC	458	5.6	$17,936
Charlotte Tilbury	488	4.6	$15,205
Benefit	342	3.9	$21,647
Garnier	120	3.4	$51,490
Lancôme	163	3.6	$33,166
Urban Decay	160	3.3	$31,804
Make Up For Ever	273	4.2	$16,799
NARS	299	3.7	$14,899

Top 10 Beauty Brands in Italy

Rank	Brand	Q3 2023 EMV		QoQ		YoY
1st → 0	ghd	$11,280,344		↗ 21%	↘	-30%
2nd ●	Armani (Beauty)	$8,260,587		↗ 218%	↗	41%
3rd ↗ 1	Charlotte Tilbury	$7,406,182		↗ 36%	↗	6%
4th ↗ 3	MAC	$6,880,986		↗ 48%	↘	-7%
5th ↘ 2	L'Oréal Paris	$5,967,746		↘ -1%	↗	45%
6th ↗ 4	NYX Professional Makeup	$4,786,504		↗ 16%	↗	19%
7th ●	Kérastase	$4,513,072		↗ 107%	↗	9%
8th ●	Nabla Cosmetics	$4,333,703		↗ 27%	↘	-5%
9th ●	YSL (Beauty)	$4,264,649		↗ 28%	↗	164%
10th ●	Benefit	$3,638,876		↗ 16%	↗	13%

● This brand was not in the previous quarter's Top 10.

*Circle size denotes brand community size
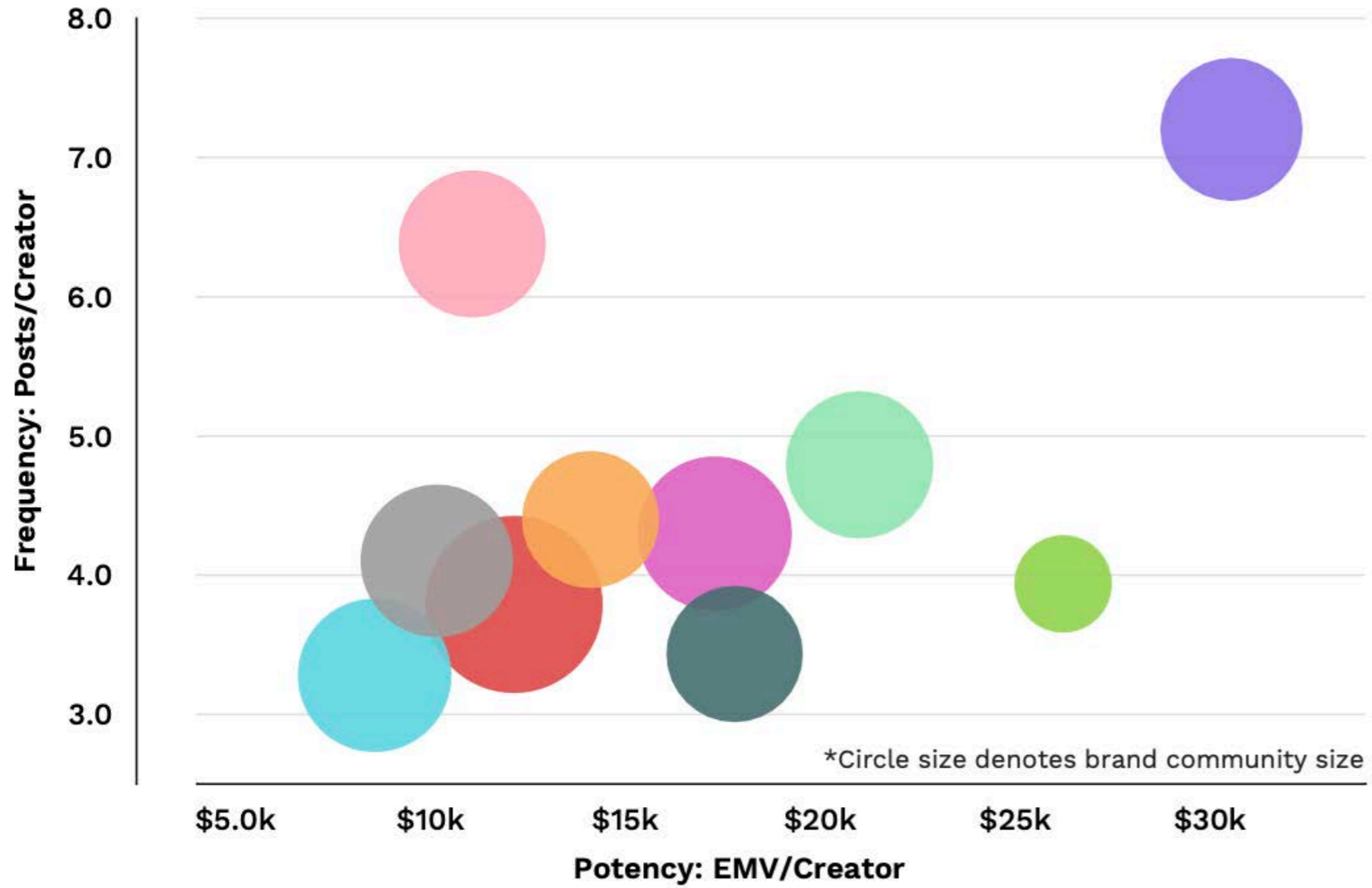
Brands	No. of Creators	Posts per Creator	EMV per Creator
ghd	369	7.2	$30,570
Armani (Beauty)	393	4.8	$21,019
Charlotte Tilbury	428	4.3	$17,304
MAC	566	3.8	$12,157
L'Oréal Paris	335	3.4	$17,814
NYX Professional Makeup	339	4.4	$14,119
Kérastase	172	3.9	$26,239
Nabla Cosmetics	391	6.4	$11,084
YSL (Beauty)	419	4.1	$10,178
Benefit	424	3.3	$8,582

Top 10 Beauty Brands in Japan

Japan Beauty

Rank	Brand	Q3 2023 EMV	QoQ	YoY
1st → 0	Dior (Beauty)	$7,894,058	↘ -33%	↘ -4%
2nd ●	YSL (Beauty)	$4,063,083	↗ 123%	↗ 61%
3rd ↗ 2	Decorté	$3,871,301	↗ 27%	↗ 23%
4th ↘ 2	CANMAKE Tokyo	$3,611,308	↘ -22%	↘ -21%
5th ●	SK-II	$3,477,603	↗ 121%	↗ 107%
6th ↗ 1	Cezanne	$3,361,352	↗ 16%	↘ -9%
7th ↘ 4	Jill Stuart (Beauty)	$3,232,359	↘ -17%	↗ 25%
8th ●	Clé de Peau Beauté	$3,003,161	↗ 81%	↗ 56%
9th ↘ 3	NARS	$2,928,863	↘ -3%	↗ 14%
10th ↘ 6	Rom&nd	$2,785,363	↘ -17%	↗ 90%

● This brand was not in the previous quarter's Top 10.

*Circle size denotes brand community size
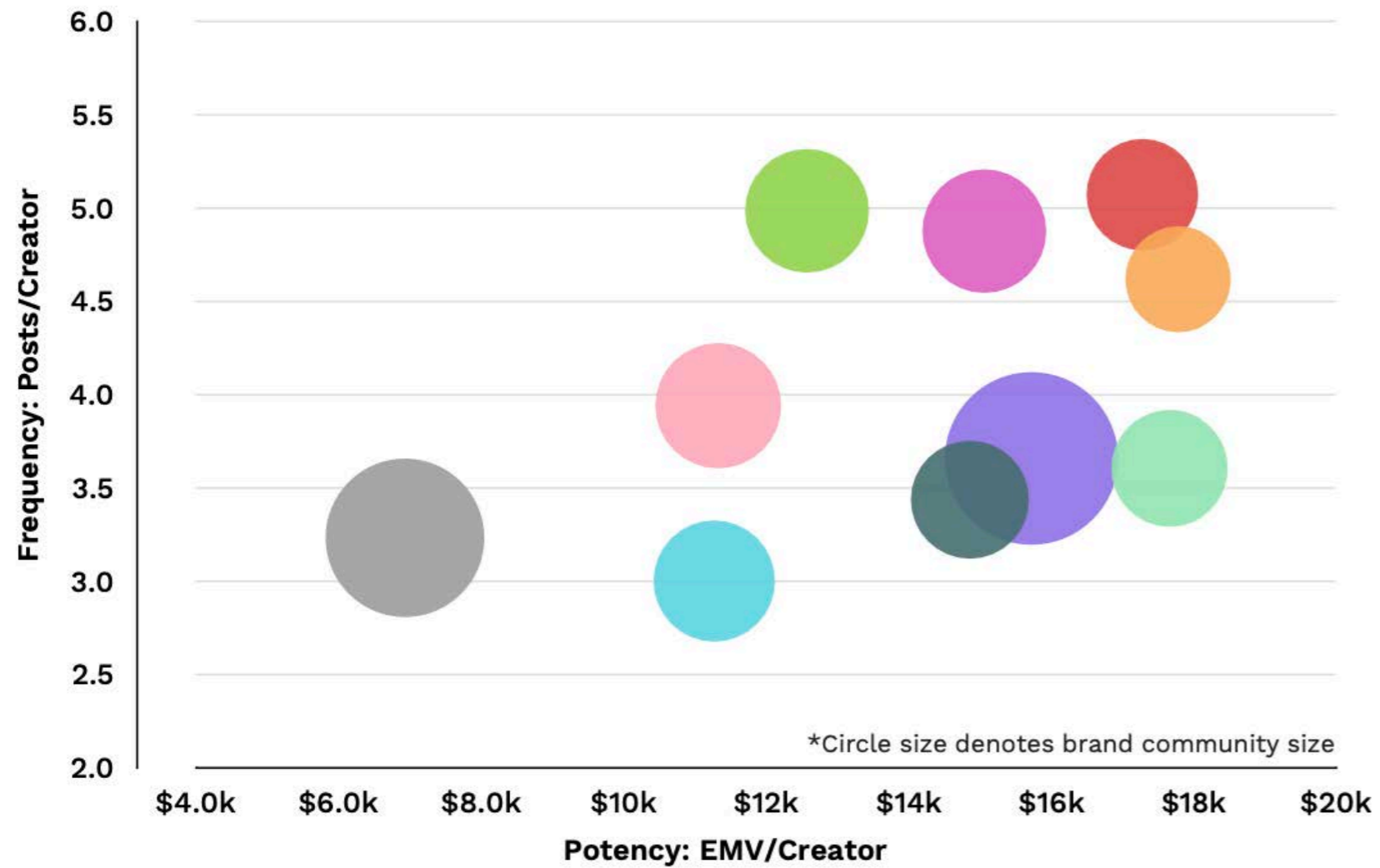
Brands	No. of Creators	Posts per Creator	EMV per Creator
Dior (Beauty)	502	3.7	$15,725
YSL (Beauty)	230	3.6	$17,666
Decorté	257	4.9	$15,063
CANMAKE Tokyo	209	5.1	$17,279
SK-II	234	3.4	$14,862
Cezanne	189	4.6	$17,785
Jill Stuart (Beauty)	257	5.0	$12,577
Clé de Peau Beauté	265	3.9	$11,333
NARS	422	3.2	$6,940
Rom&nd	247	3.0	$11,277

Top 10 Beauty Brands in Korea

Korea Beauty

Rank	Brand	Q3 2023 EMV		QoQ		YoY	
1st → 0	Dior (Beauty)	$14,250,304		↘	-14%	↗	12%
2nd → 0	Chanel (Beauty)	$6,197,670		↗	3%	↘	-32%
3rd → 0	Clio	$5,499,811		↘	-3%	↘	-22%
4th ↗ 6	YSL (Beauty)	$4,772,757		↗	42%	→	0%
5th ●	MAC	$4,546,000		↗	42%	↘	-18%
6th ↘ 2	WAKEMAKE	$4,284,321		↘	-17%	↗	3%
7th ●	Estée Lauder	$4,092,531		↗	95%	↗	2%
8th ●	Make Up For Ever	$3,620,001		↗	246%	↗	147%
9th ●	banila co.	$3,370,491		↗	11%	↗	55%
10th ↘ 3	Etude House	$3,329,522		↘	-15%	↘	-16%

● This brand was not in the previous quarter's Top 10.

Top 10: Community Metrics

Community Size, Frequency, and Potency for Korea

*Circle size denotes brand community size

Frequency: Posts/Creator (y-axis): 2.0, 2.5, 3.0, 3.5, 4.0, 4.5
Potency: EMV/Creator (x-axis): $4.0k, $6.0k, $8.0k, $10k, $12k, $14k, $16k, $18k, $20k
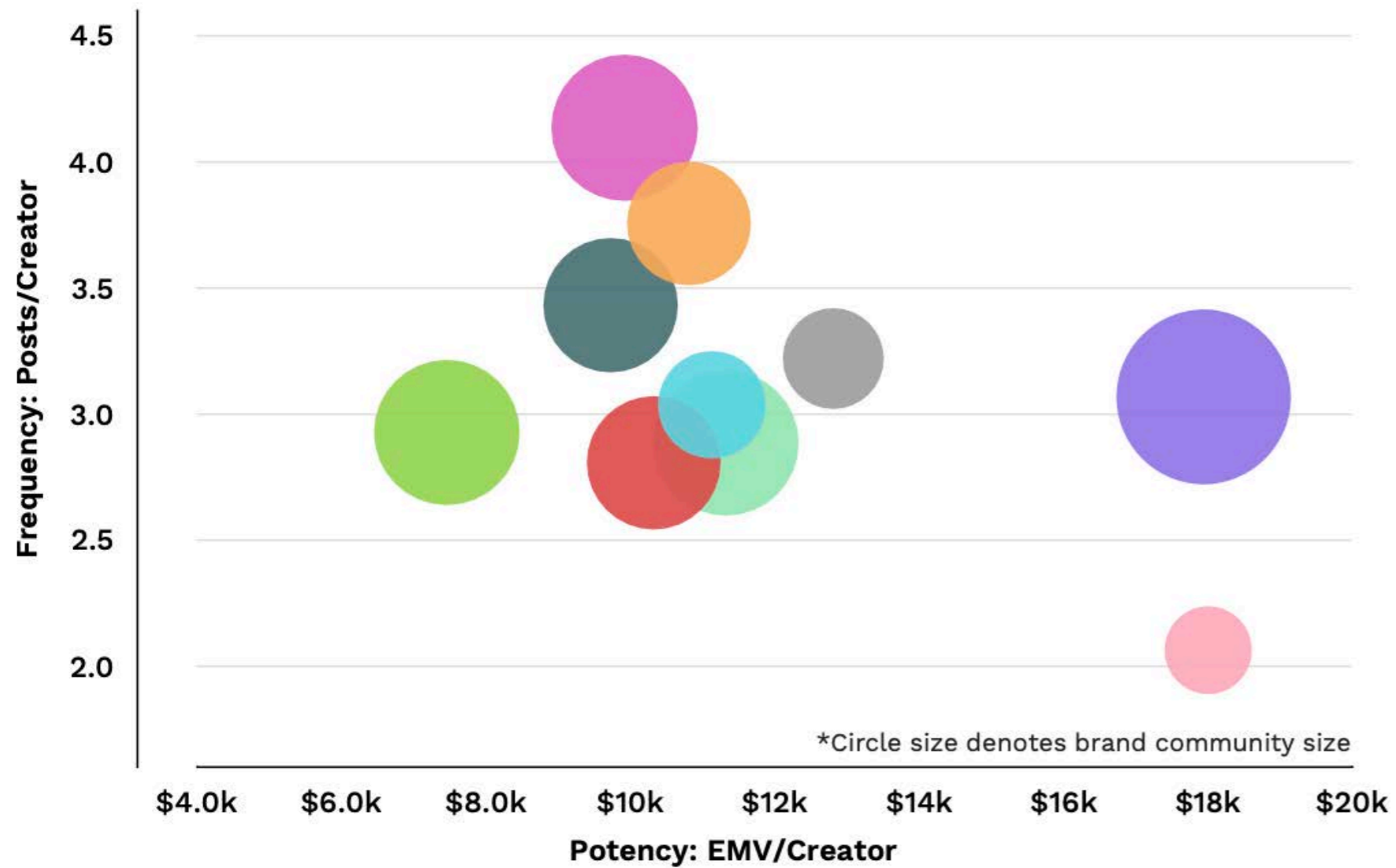
Brands	No. of Creators	Posts per Creator	EMV per Creator
Dior (Beauty)	794	3.1	$17,947
Chanel (Beauty)	547	2.9	$11,330
Clio	554	4.1	$9,927
YSL (Beauty)	462	2.8	$10,331
MAC	467	3.4	$9,734
WAKEMAKE	396	3.8	$10,819
Estée Lauder	548	2.9	$7,468
Make Up For Ever	201	2.1	$18,010
banila co.	263	3.2	$12,816
Etude House	299	3.0	$11,136

Top 10 Beauty Brands in Spain

Spain
Beauty

Rank	Brand	Q3 2023 EMV		QoQ		YoY
1st → 0	L'Oréal Paris	$14,729,467		↘ -24%	↗	57%
2nd → 0	Dior (Beauty)	$7,669,187		↘ -19%	↗	6%
3rd ↗ 7	NYX Professional Makeup	$7,338,140		↗ 36%	↗	159%
4th ↗ 3	Armani (Beauty)	$6,741,251		↗ 10%	↗	9%
5th ●	MAC	$6,540,836		↗ 36%	↗	66%
6th ↘ 1	ghd	$6,004,480		↘ -13%	↗	11%
7th ↘ 3	Garnier	$5,988,914		↘ -19%	↗	59%
8th ↘ 5	Lancôme	$5,875,463		↘ -30%	↗	24%
9th ↘ 3	YSL (Beauty)	$5,634,186		↘ -9%	↗	66%
10th ↘ 1	Maybelline	$5,448,366		→ 0%	↗	38%

● This brand was not in the previous quarter's Top 10.

Top 10: Community Metrics

Community Size, Frequency, and Potency for Spain

*Circle size denotes brand community size

Frequency: Posts/Creator (y-axis): 2.0, 4.0, 6.0, 8.0, 10, 12
Potency: EMV/Creator (x-axis): $10k, $15k, $20k, $25k, $30k

Brands	No. of Creators	Posts per Creator	EMV per Creator
L'Oréal Paris	548	4.3	$26,879
Dior (Beauty)	464	3.9	$16,528
NYX Professional Makeup	317	2.9	$23,149
Armani (Beauty)	268	5.7	$25,154
MAC	530	4.0	$12,341
ghd	334	11.4	$17,977
Garnier	241	3.0	$24,850
Lancôme	385	4.6	$15,261
YSL (Beauty)	382	4.2	$14,749
Maybelline	323	2.9	$16,868

Top 10 Beauty Brands in the US

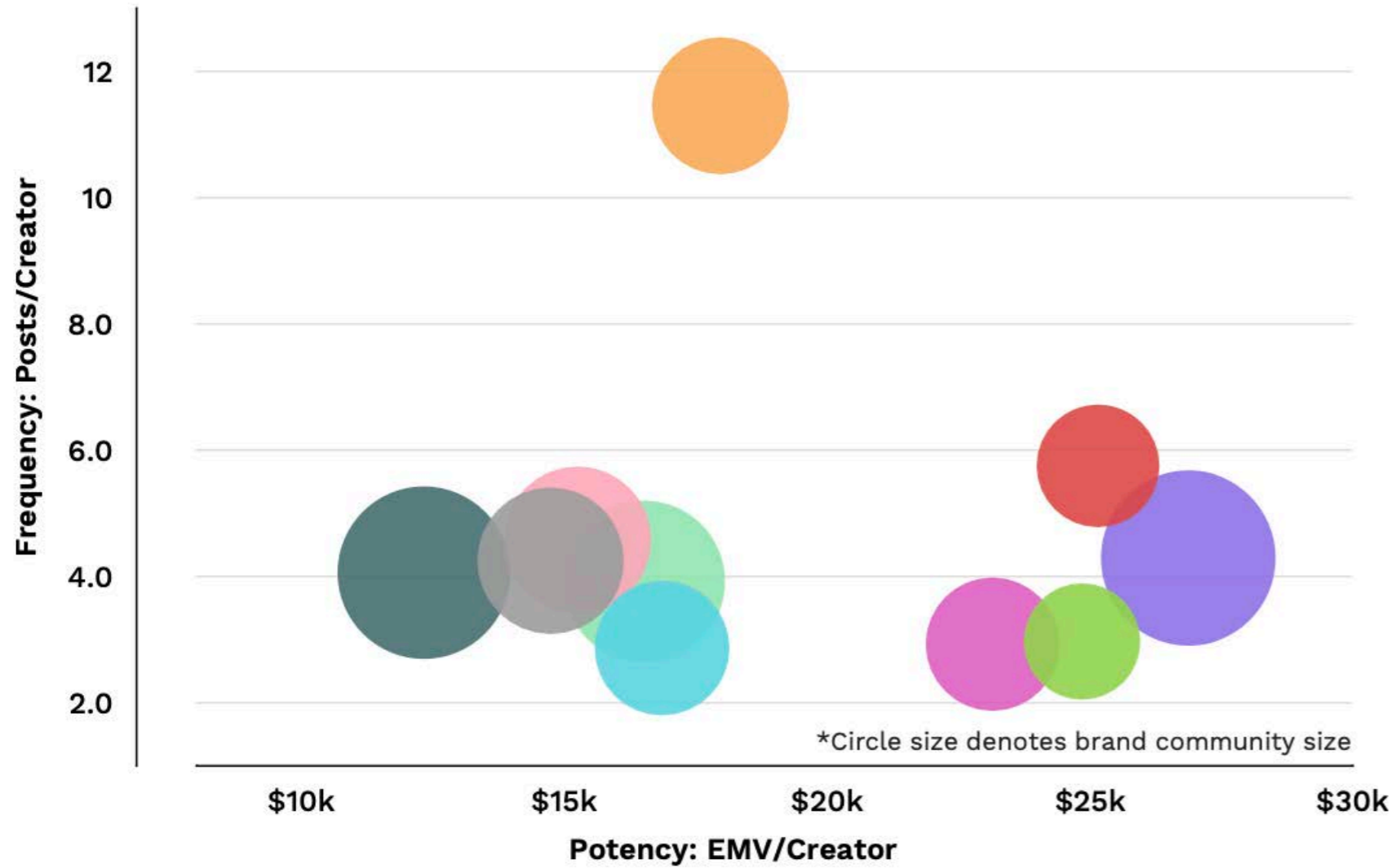| Rank	Brand	Q3 2023 EMV		QoQ		YoY
1st → 0	Rare Beauty	$136,174,668		↘ -14%	↗	61%
2nd → 0	Charlotte Tilbury	$113,301,037		↘ -6%	↗	14%
3rd ↗ 2	NYX Professional Makeup	$107,925,857		↗ 15%	↗	26%
4th ↗ 3	MAC	$107,665,318		↗ 20%	↗	41%
5th ↘ 2	ColourPop	$100,320,605		↘ -8%	↘	-12%
6th → 0	Fenty Beauty	$86,448,323		↘ -6%	↗	8%
7th ↘ 3	Dior (Beauty)	$86,063,808		↘ -19%	↗	12%
8th ↗ 2	Benefit	$85,362,723		↗ 5%	↗	21%
9th ●	L'Oréal Paris	$80,543,893		↗ 4%	↗	82%
10th ↘ 2	E.L.F.	$79,556,207		↘ -6%	↗	9%

● This brand was not in the previous quarter's Top 10.

Top 10: Community Metrics

Community Size, Frequency, and Potency for the US
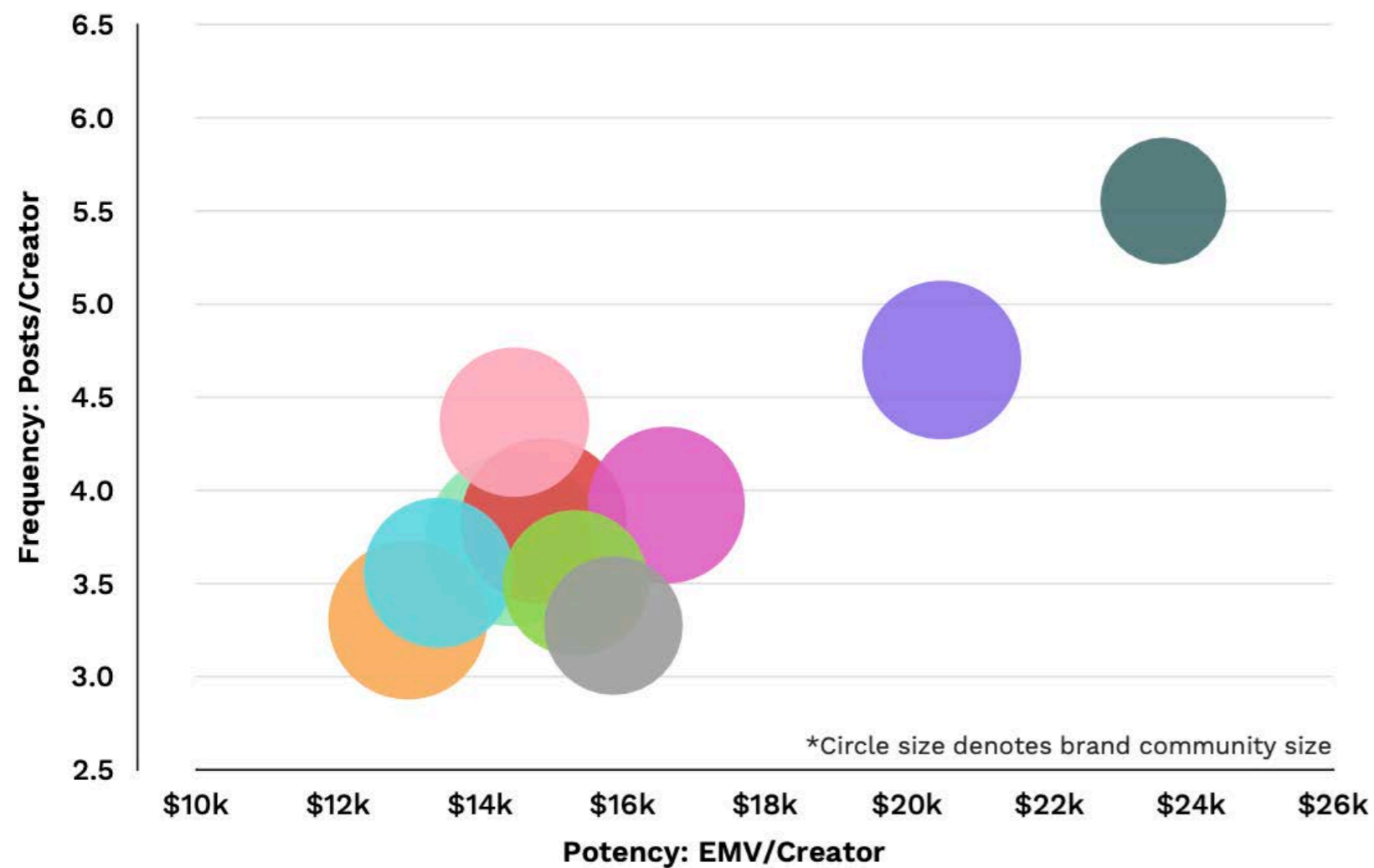
Brands	No. of Creators	Posts per Creator	EMV per Creator
Rare Beauty	6,645	4.7	$20,493
Charlotte Tilbury	7,840	3.7	$14,452
NYX Professional Makeup	6,493	3.9	$16,622
MAC	7,228	3.8	$14,896
ColourPop	4,248	5.5	$23,616
Fenty Beauty	6,657	3.3	$12,986
Dior (Beauty)	5,609	3.5	$15,344
Benefit	5,893	4.4	$14,485
L'Oréal Paris	5,073	3.3	$15,877
E.L.F.	5,928	3.6	$13,420

*Circle size denotes brand community size