



Q4 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."

Innovative Beauty Launches Propel European Brands in Q4

As the year drew to a close, Europe's beauty scene witnessed transformative launches that set new standards in the industry. From Nivea's inclusivity-focused skin care in Germany, to Clinique's lash-defining mascara in Italy, to ghd's enchanting hair collection in Spain, these brands demonstrated a keen understanding of consumer desires. Strategic collaborations with content creators and the introduction of targeted products fueled remarkable growth, enhancing brand visibility and consumer engagement. This concerted effort across the continent marked a significant shift towards personalized, innovative beauty solutions, delivering strong results for multiple brands across the market.

Germany



In Germany, Nivea's Skin Firming Lotion Revolutionizes Melanin Beauty Care

The Q4 launch of NIVEA's Skin Firming Melanin Beauty & Hydration Lotion with Q10 played a significant role in the brand's success, marking a significant period of growth. The campaign, amplified by the involvement of TV and media personality Porsha Williams Guobadia (@porsha4real on Instagram), led to an impressive 80% quarter-over-quarter EMV increase for NIVEA Skin, which collected \$6.2M. This strategic partnership not only elevated the brand's visibility, but also significantly enhanced its engagement with its target audience, as evidenced by NIVEA Skin's 95% QoQ and 766% YoY surges in impressions, which reached over 107.0M in Q4.

Italy



In Italy, Clinique's High-Fi Mascara Elevates the Lash Game

Despite its Q3 2023 launch, Clinique's High Impact High-Fi Full Volume Mascara emerged as a pivotal driver for the brand's remarkable success in Q4 2023. The mascara's launch was instrumental in achieving a 205% QoQ EMV increase for Clinique, propelling the brand to \$5.2M. The associated hashtags #HighFiMascara and #LashesGetLoud played a significant role in this surge, generating a respective \$1.6M and \$1.3M EMV and ranking among the top five hashtags for the brand in Q4. This strategic initiative greatly amplified Clinique's visibility and engagement, as demonstrated by a 1.2k% QoQ leap in impressions, reaching 167.0M. With a 67% QoQ increase in community (463 creators) contributing to a 99% QoQ rise in Clinique's number of posts, the campaign underscored Clinique's innovative approach to beauty.

Spain



In Spain, ghd's Dreamland Collection Sparks Festive Fervor

The holiday launch of ghd's "Dreamland" collection, distinguished by its alluring jade colorway, played a pivotal role in the brand's impressive performance in Q4 2023. Collaborations with beauty content creators amplified the collection's visibility, with #ghdDreamland emerging as one of the brand's most impactful hashtags. This particular hashtag alone generated \$801.0k EMV via 427 mentions from 75 dedicated content creators. These strategic partnerships contributed significantly to ghd's 120% QoQ EMV increase, with the brand pulling in \$14.9M. A focus on engaging a wide community, which saw a 24% QoQ growth to 598 creators, was a key factor in expanding the brand's reach and influence. This approach not only increased impressions by 220% QoQ to over 120.0M, but also resulted in a notable average of 10.7 posts per creator.



UK
Beauty

Q4 2023

Top 10 Beauty Brands in the UK

Rank	Brand	Q4 2023 EMV	QoQ	YoY
1st → 0	Charlotte Tilbury	\$57,624,102	↘ -1%	↗ 26%
2nd ↗ 1	NYX Professional Makeup	\$39,669,090	↗ 4%	↗ 62%
3rd ↗ 1	L'Oréal Paris	\$38,948,205	↗ 9%	↗ 126%
4th ↘ 2	MAC	\$36,264,485	↘ -6%	↗ 16%
5th → 0	NARS	\$34,875,777	↗ 3%	↗ 11%
6th ↗ 3	Huda Beauty	\$32,698,063	↗ 30%	↗ 62%
7th ↗ 3	Dior (Beauty)	\$29,366,224	↗ 18%	↗ 34%
8th ↘ 1	YSL (Beauty)	\$29,189,946	↘ -1%	↗ 198%
9th ↘ 3	Maybelline	\$27,957,614	↘ -14%	↗ 166%
10th ●	Fenty Beauty	\$23,456,372	↗ 14%	↗ 24%

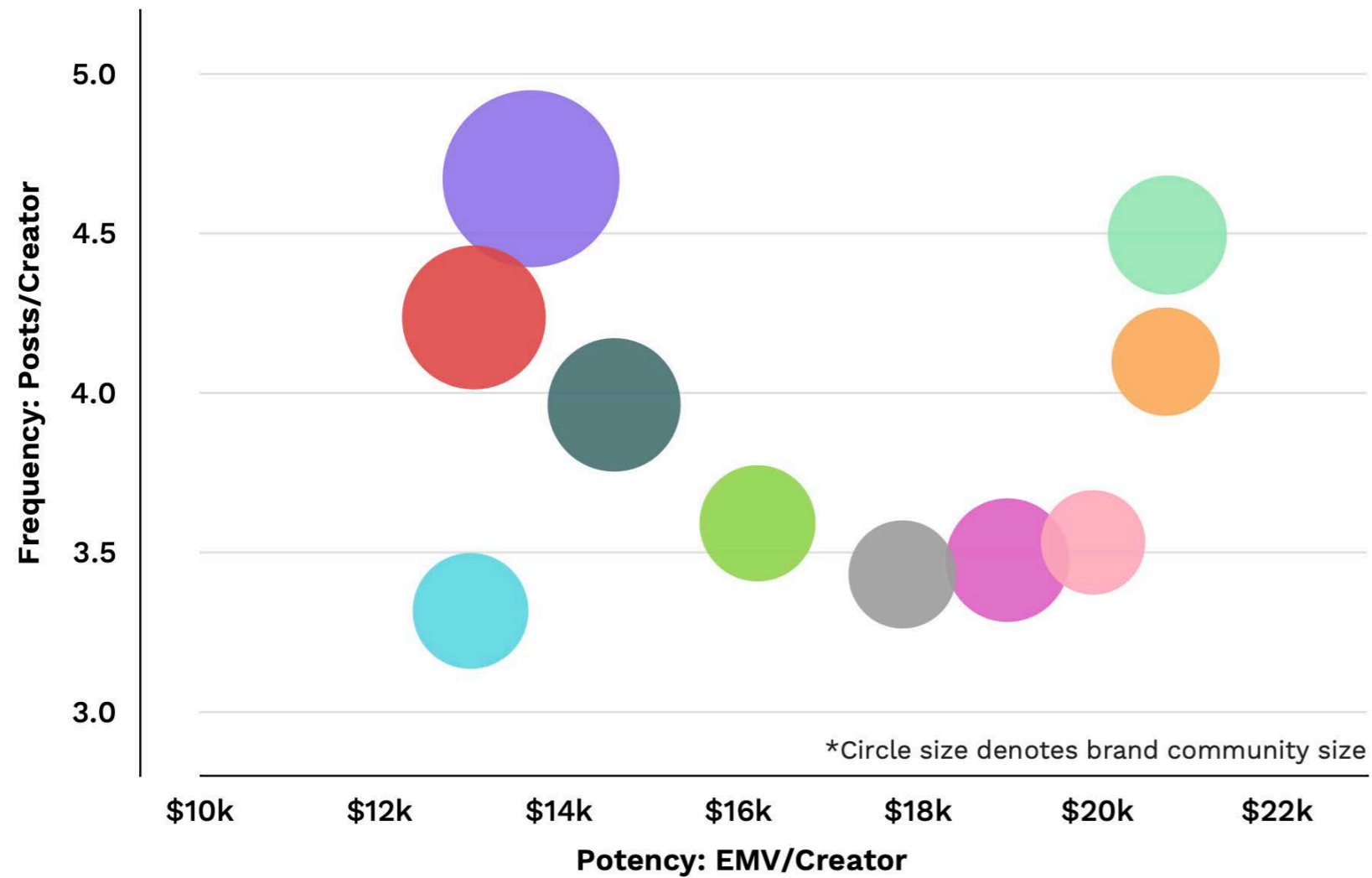
● This brand was not in the previous quarter's Top 10.



UK
Beauty

Top 10: Community Metrics

Community Size, Frequency, and Potency for UK Beauty



Brands	No. of Creators	Posts per Creator	EMV per Creator
Charlotte Tilbury	4,209	4.7	\$13,691
NYX Professional Makeup	1,909	4.5	\$20,780
L'Oréal Paris	2,050	3.5	\$18,999
MAC	2,778	4.2	\$13,054
NARS	2,386	4.0	\$14,617
Huda Beauty	1,575	4.1	\$20,761
Dior (Beauty)	1,811	3.6	\$16,215
YSL (Beauty)	1,463	3.5	\$19,952
Maybelline	1,568	3.4	\$17,830
Fenty Beauty	1,802	3.3	\$13,017



UK
Beauty

Brand Spotlights

A Closer Look at UK Beauty Brands

KÉRASTASE
PARIS

ASMR and 'Power Talks' Boost Kérastase

Kérastase surged ahead in Q4 2023 thanks in part to ASMR content, as well as the continued success of its "Power Talks" initiative. In all, the brand achieved \$6.9M EMV, a 115% QoQ increase. #ASMR alone generated \$863.9k EMV, showcasing Kérastase's adept use of sensory marketing to deepen consumer engagement. Alongside this initiative, the ongoing "Power Talks" program, aimed at empowering young women through mentoring, underscored the brand's commitment to social impact. As a result, Kérastase enjoyed significant 110% and 624% QoQ boosts to its reach and engagement, respectively.

LA MER

La Mer Thrives Thanks to ASMR Content

In Q4, La Mer also benefited from the strategic embrace of sensory marketing. ASMR content catapulted the brand to new heights, with #ASMR generating an impressive \$1.6M EMV. This innovative approach saw La Mer leveraging the tranquil, captivating essence of its skincare products to create an immersive experience for viewers, leading to \$4.6M EMV in Q4, a 129% QoQ increase. The brand's collaboration with content creators like London-based lifestyle creator Olivia Yang (@olafflee on Instagram), who skillfully integrated La Mer products into her ASMR videos, amplified the brand's presence while significantly enhancing audience engagement. This supported an impressive 836% QoQ surge in impressions, with La Mer reaching 143.1M skincare enthusiasts.

OUAI

Ouai Shines Bright With Gloss Launch and ASMR Mastery

Ouai soared thanks to the launch of its Hair Gloss In-Shower Shine Treatment and the strategic use of ASMR content, culminating in \$4.5M EMV, a significant 73% QoQ EMV increase. The December debut of the Hair Gloss treatment was met with widespread acclaim from beauty content creators, establishing the product as a must-have for the season. Separately, ASMR content related to the brand generated a substantial \$1.5M EMV, largely thanks to the contributions of UK beauty creator Olivia Yang (@olafflee on Instagram). This dual-strategy approach led to a 1.1k% QoQ surge in impressions, attracting over 146.3M views. Despite slight decreases in its number of creators and posts, Ouai's product innovation and engaging content drove a 742% QoQ increase in total engagement.

Other Notable Brands

kaleidos

Kaleidos Makeup

Potent Creator Community

\$51.9k EMV per Creator

Kilian
PARIS

By Kilian

Growing Content Volume

143% QoQ Spike in Post Count

Pleasing

Pleasing

Expanding Fanbase

152% QoQ Growth in Community





UK
Beauty

Creator Spotlights

A Closer Look at UK Beauty Creators

Notable Creators



Madiha Ahsan

@dr.madihakhan on Instagram

Powerhouse Lifestyle Creator

Top Brands

NARS,
Anastasia Beverly Hills,
MAC



Olivia Yang

@olafflee on Instagram

ASMR Beauty Creator

Top Brands

Dior, La Mer, Glossier



Holly Murray

@hollymurraymakeup on TikTok

SFX Makeup Artist

Top Brands

NYX Professional Makeup,
Mehron Makeup,
L'Oréal Paris



Mehron Makeup

@mehronmakeup on Instagram

SFX Beauty Brand






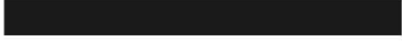











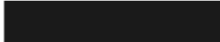






















SFX Makeup Takes Center Stage in Q4, Amplifying Halloween Glam

In Q4 2023, the beauty landscape once again highlighted the enduring allure of SFX makeup—especially during the Halloween season—with Mehron Makeup and Ben Nye at the forefront. Mehron Makeup's innovative, high-quality products captivated professionals and enthusiasts, resulting in an impressive 193% QoQ EMV increase that helped the brand reach \$12.9M. This surge was fueled by a staggering 354% QoQ jump in impressions and a 300% QoQ rise in total engagement, underscoring the brand's dominant presence in the Halloween makeup conversation. With 328 creators generating 2.6k posts—a 206% QoQ increase—Mehron's strategy to leverage the festive season through tutorials, contests, and collaborations with content creators paid off immensely, effectively doubling the brand's reach to 45.1M.

Ben Nye, another heavyweight in the SFX makeup realm, also reveled in the Halloween spotlight, showcasing its prowess with a notable 183% QoQ EMV surge to \$1.6M. The brand's specialized products, designed for creating everything from subtle character enhancements to dramatic transformations, resonated well with its audience, as evidenced by a 503% QoQ increase in estimated impressions and a 254% QoQ boost in total engagement. Ben Nye's focused approach to engaging with its 119 creators, who collectively posted 310 times, resulted in a substantial 112% QoQ increase in reach. This concerted effort not only underscored growing consumer interest in high-quality SFX makeup for Halloween, but also positioned Ben Nye as a go-to brand for creators seeking to push the boundaries of their artistic expression.



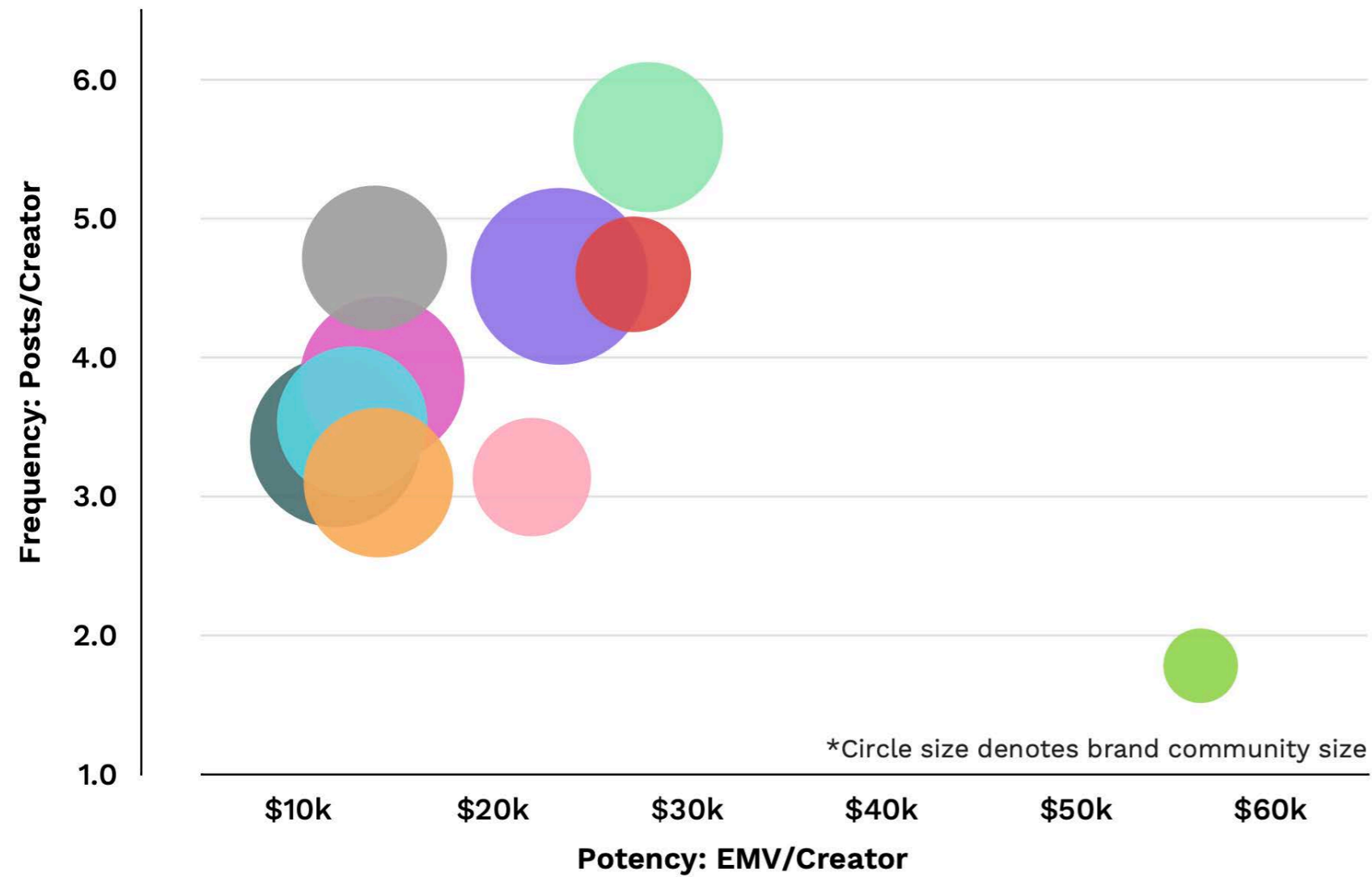
Top 10 Beauty Brands in France

Rank	Brand	Q4 2023 EMV	QoQ	YoY
1st  2	L'Oréal Paris	\$24,534,605 	 116%	 70%
2nd  1	NYX Professional Makeup	\$21,093,860 	 57%	 37%
3rd  4	Dior (Beauty)	\$13,014,239 	 55%	 25%
4th  1	Maybelline	\$12,206,573 	 34%	 71%
5th 	YSL (Beauty)	\$11,572,913 	 50%	 84%
6th  2	Charlotte Tilbury	\$10,579,061 	 33%	 10%
7th 	Garnier	\$10,551,586 	 41%	 333%
8th  2	Huda Beauty	\$10,330,682 	 21%	 71%
9th  7	Lancôme	\$9,811,133 	 -20%	 2%
10th  1	MAC	\$9,706,865 	 23%	 -11%

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

Top 10: Community Metrics

Community Size, Frequency, and Potency for France Beauty



Brands	No. of Creators	Posts per Creator	EMV per Creator
L'Oréal Paris	1,047	4.6	\$23,433
NYX Professional Makeup	753	5.6	\$28,013
Dior (Beauty)	908	3.8	\$14,333
Maybelline	448	4.6	\$27,247
YSL (Beauty)	971	3.4	\$11,919
Charlotte Tilbury	748	3.1	\$14,143
Garnier	187	1.8	\$56,426
Huda Beauty	469	3.1	\$22,027
Lancôme	704	4.7	\$13,936
MAC	759	3.5	\$12,789



L'Oréal Paris Elevates Empowerment, Sparking Q4 Triumph

L'Oréal Paris' significant presence at Paris Fashion Week, particularly via its empowering Walk Your Worth event, played a pivotal role in the brand's Q4 success. The event's themes of women's empowerment and beauty resonated deeply, as evidenced by the impressive EMV generated by the hashtags #LOrealIPFW (\$6.1M) and #WalkYourWorth (\$5.0M). This strategic engagement not only showcased L'Oréal Paris' commitment to celebrating women's strength and beauty, but also propelled the brand to a staggering \$24.6M EMV, marking a 126% QoQ increase.



NYX Captivates France With Spellbinding Halloween Activations

NYX Professional Makeup's Halloween activations in Q4, particularly in France, significantly boosted its success, leveraging #Halloweenmakeup and #Halloween to generate a combined \$4.6M EMV. These efforts contributed to the brand's total \$21.0M EMV, a 56% QoQ increase. NYX's strategic use of these festive hashtags, coupled with engaging content from 753 creators, propelled the brand to the forefront of the holiday beauty scene, helping NYX achieve a 75% QoQ surge in impressions and an 84% QoQ rise in engagement.



Dior's Halloween Collaboration Spells Success

Dior's strategic Halloween activations, particularly through its collaboration with renowned professional makeup and SFX artist Marion Moretti (@marioncameleon on Instagram), significantly propelled the brand's Q4 success. Moretti's creative use of Dior products in various ghastly looks led to a dramatic EMV increase for the brand, with Moretti's personal contribution jumping from \$28.5k to \$593.7k thanks to 15 brand mentions. This partnership fueled an overall 55% QoQ EMV growth for Dior, which reached \$13.0M. The brand's focused engagement strategy resulted in respective 102% and 83% QoQ surges in impressions and engagement, demonstrating the compelling impact of Dior's Halloween initiatives and its collaboration with key creators like Moretti.

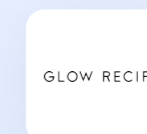
Other Notable Brands



Eau Jeune

High-Growth Beauty Brand

13.1k% QoQ EMV Growth



Glow Recipe

Expanding Creator Community

491% QoQ Network Expansion

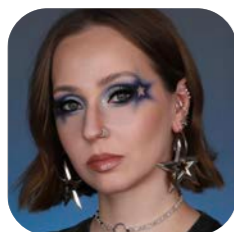


Franck Provost

Brand to Watch

1.5k% QoQ EMV Growth

Notable Creators



Marion Moretti

@marioncameleon on Instagram

Professional Makeup Artist

Top Brands

Huda Beauty,
NYX,
Charlotte Tilbury



Janani Selvaradj

@jananiselvaradj on Instagram

Rising SFX Artist

Top Brands

NYX Professional
Makeup, Huda Beauty,
MAC



Léna Mahfouf

@lenamahfouf on Instagram

Established Lifestyle Creator

Top Brands

NYX Professional Makeup,
L'Oréal Paris,
Dior



Yves Rocher

@yvesrocherfr on Instagram

Clean Beauty Brand

French Beauty Flourishes with Local Brand Loyalty

In France's vibrant beauty sector, domestic labels such as Yves Rocher and L'Occitane en Provence saw remarkable growth in Q4, a testament to the French predilection for native beauty offerings. Yves Rocher, renowned for its botanical beauty ethos, achieved a notable 96% QoQ surge in EMV, hitting \$4.6M in the final quarter of 2023. This boost was propelled by an 89% QoQ growth in its creator network, which led in turn to an impressive 126% QoQ uptick in content production.

On a similar trajectory, L'Occitane en Provence recorded a 114% QoQ EMV leap, amassing \$4.4M. The brand's focus on authentic, nature-derived ingredients and artisanal methods struck a chord with consumers, as evidenced by a 60% QoQ growth in EMV per creator and a 56% QoQ increase in impressions. A dynamic community of 575 creators sparked a 43% QoQ rise in content volume. L'Occitane's engagement rose by 54% QoQ, reinforcing the special bond between French consumers and their beloved local beauty brands.

Top 10 Beauty Brands in Australia

Rank	Brand	Q4 2023 EMV	QoQ	YoY
1st ↑ 2	ghd	\$8,788,187	↑ 14%	↑ 38%
2nd ↑ 3	Dior (Beauty)	\$7,769,332	↑ 36%	↑ 21%
3rd ↓ 2	Charlotte Tilbury	\$7,297,687	↓ -16%	↑ 16%
4th → 0	MAC	\$7,229,581	↑ 10%	↑ 32%
5th ↑ 3	Fenty Beauty	\$4,637,924	↑ 24%	↑ 44%
6th ↓ 4	Rare Beauty	\$4,156,483	↓ -46%	↑ 44%
7th ●	Hourglass	\$3,974,593	↑ 41%	↑ 62%
8th ↑ 1	YSL (Beauty)	\$3,918,662	↑ 5%	↑ 82%
9th ●	L'Oréal Paris	\$3,917,125	↑ 46%	↑ 37%
10th ●	Anastasia Beverly Hills	\$3,897,867	↑ 6%	↓ -11%

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



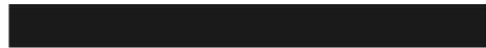


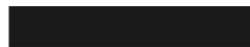
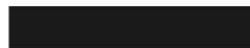





Top 10: Community Metrics

Community Size, Frequency, and Potency for Australia Beauty



Brands	No. of Creators	Posts per Creator	EMV per Creator
ghd	485	6.6	\$18,120
Dior (Beauty)	546	4.1	\$14,230
Charlotte Tilbury	869	3.9	\$8,398
MAC	776	4.1	\$9,316
Fenty Beauty	545	3.6	\$8,510
Rare Beauty	447	3.4	\$9,299
Hourglass	518	3.5	\$7,673
YSL (Beauty)	408	3.2	\$9,605
L'Oréal Paris	400	3.0	\$9,793
Anastasia Beverly Hills	463	4.2	\$8,419

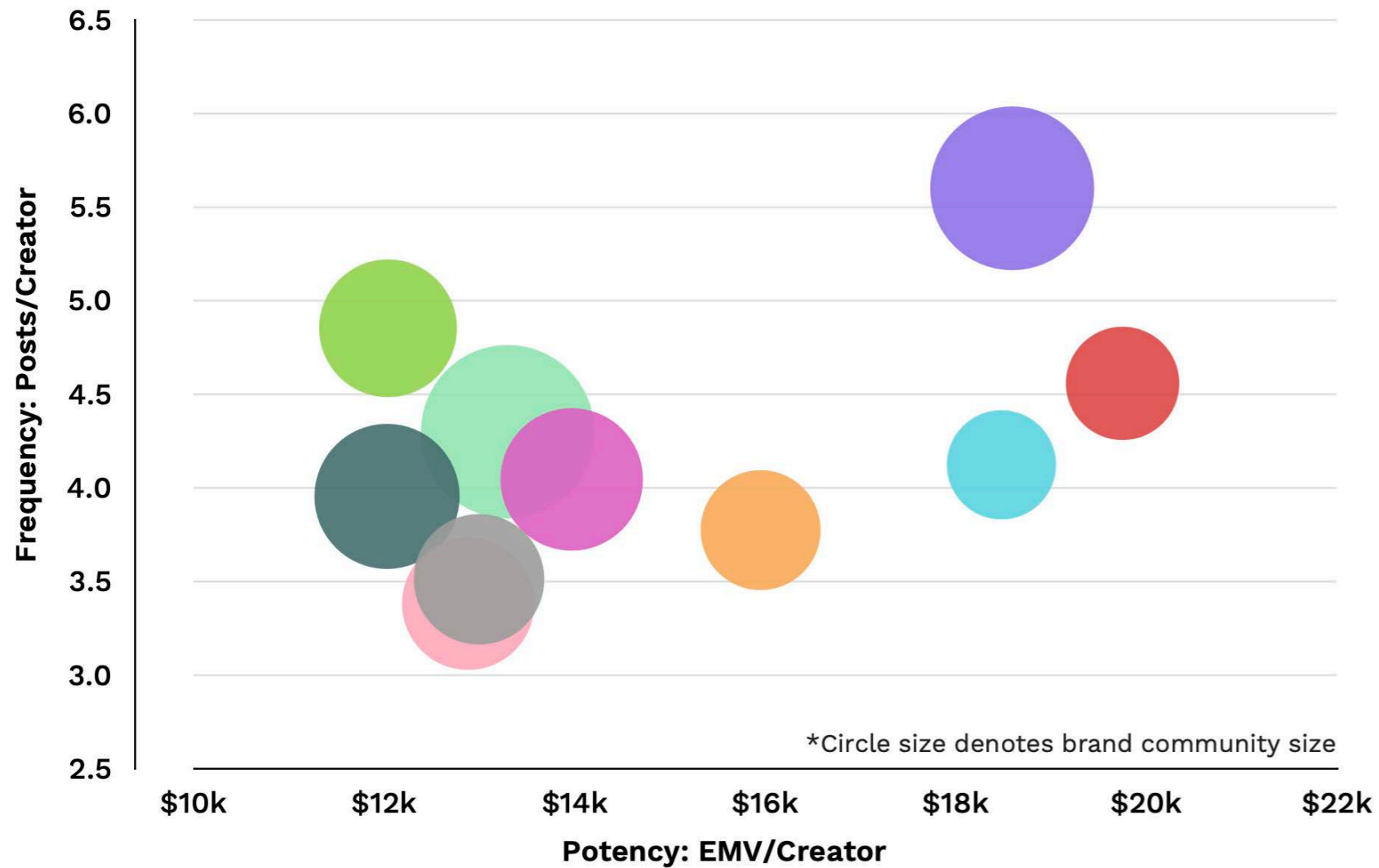
Top 10 Beauty Brands in Canada

Rank	Brand	Q4 2023 EMV	QoQ	YoY
1st → 0	MAC	\$20,177,459 	→ 0%	↗ 46%
2nd → 0	Charlotte Tilbury	\$16,146,507 	↗ 12%	↗ 11%
3rd → 0	Rare Beauty	\$11,456,288 	↘ -20%	↘ -6%
4th ↗ 5	Anastasia Beverly Hills	\$10,252,920 	↗ 10%	↗ 25%
5th ↗ 3	Dior (Beauty)	\$10,228,490 	↗ 8%	↗ 5%
6th ●	Urban Decay	\$9,270,570 	↗ 25%	↗ 130%
7th ↘ 3	NYX Professional Makeup	\$9,237,806 	↘ -7%	↘ -39%
8th ↗ 2	Fenty Beauty	\$9,083,688 	↗ 8%	↘ -2%
9th ↘ 4	NARS	\$8,930,361 	↘ -10%	↗ 2%
10th ●	Huda Beauty	\$8,909,182 	↗ 6%	↗ 23%

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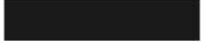






























Top 10: Community Metrics

Community Size, Frequency, and Potency for Canada Beauty



Brands	No. of Creators	Posts per Creator	EMV per Creator
MAC	1,085	5.6	\$18,597
Charlotte Tilbury	1,214	4.3	\$13,300
Rare Beauty	820	4.0	\$13,971
Anastasia Beverly Hills	519	4.6	\$19,755
Dior (Beauty)	850	3.9	\$12,034
Urban Decay	581	3.8	\$15,956
NYX Professional Makeup	767	4.8	\$12,044
Fenty Beauty	705	3.4	\$12,885
NARS	687	3.5	\$12,999
Huda Beauty	482	4.1	\$18,484

Top 10 Beauty Brands in Germany

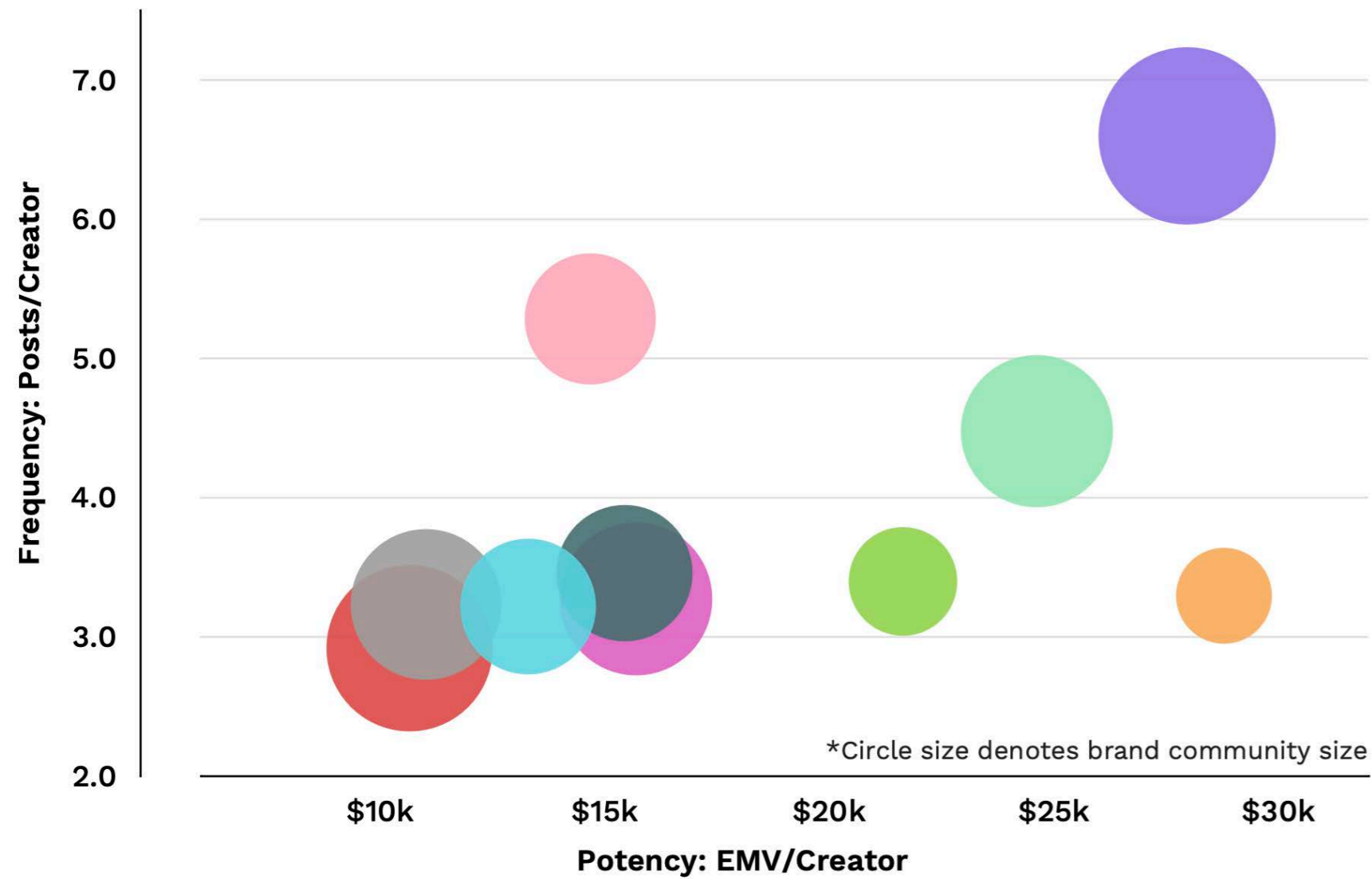
Rank	Brand	Q4 2023 EMV	QoQ	YoY
1st → 0	L'Oréal Paris	\$20,560,537 	 29%	 153%
2nd → 0	Dior (Beauty)	\$13,349,780 	 58%	 16%
3rd → 0	Maybelline	\$8,576,155 	 15%	 104%
4th  1	Charlotte Tilbury	\$6,899,430 	 16%	 13%
5th  1	NYX Professional Makeup	\$6,721,175 	 -7%	 7%
6th 	Nivea	\$6,190,883 	 80%	 522%
7th 	Garnier	\$5,975,503 	 33%	 182%
8th 	ghd	\$5,903,646 	 53%	 -24%
9th  1	YSL (Beauty)	\$5,856,441 	 22%	 10%
10th  1	Essence Cosmetics	\$5,733,524 	 19%	 17%

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



Top 10: Community Metrics

Community Size, Frequency, and Potency for Germany Beauty



Brands	No. of Creators	Posts per Creator	EMV per Creator
L'Oréal Paris	735	6.6	\$27,974
Dior (Beauty)	542	4.5	\$24,631
Maybelline	546	3.3	\$15,707
Charlotte Tilbury	647	2.9	\$10,664
NYX Professional Makeup	435	3.5	\$15,451
Nivea	215	3.3	\$28,795
Garnier	276	3.4	\$21,650
ghd	402	5.3	\$14,686
YSL (Beauty)	531	3.2	\$11,029
Essence Cosmetics	431	3.2	\$13,303



Top 10 Beauty Brands in Gulf Countries

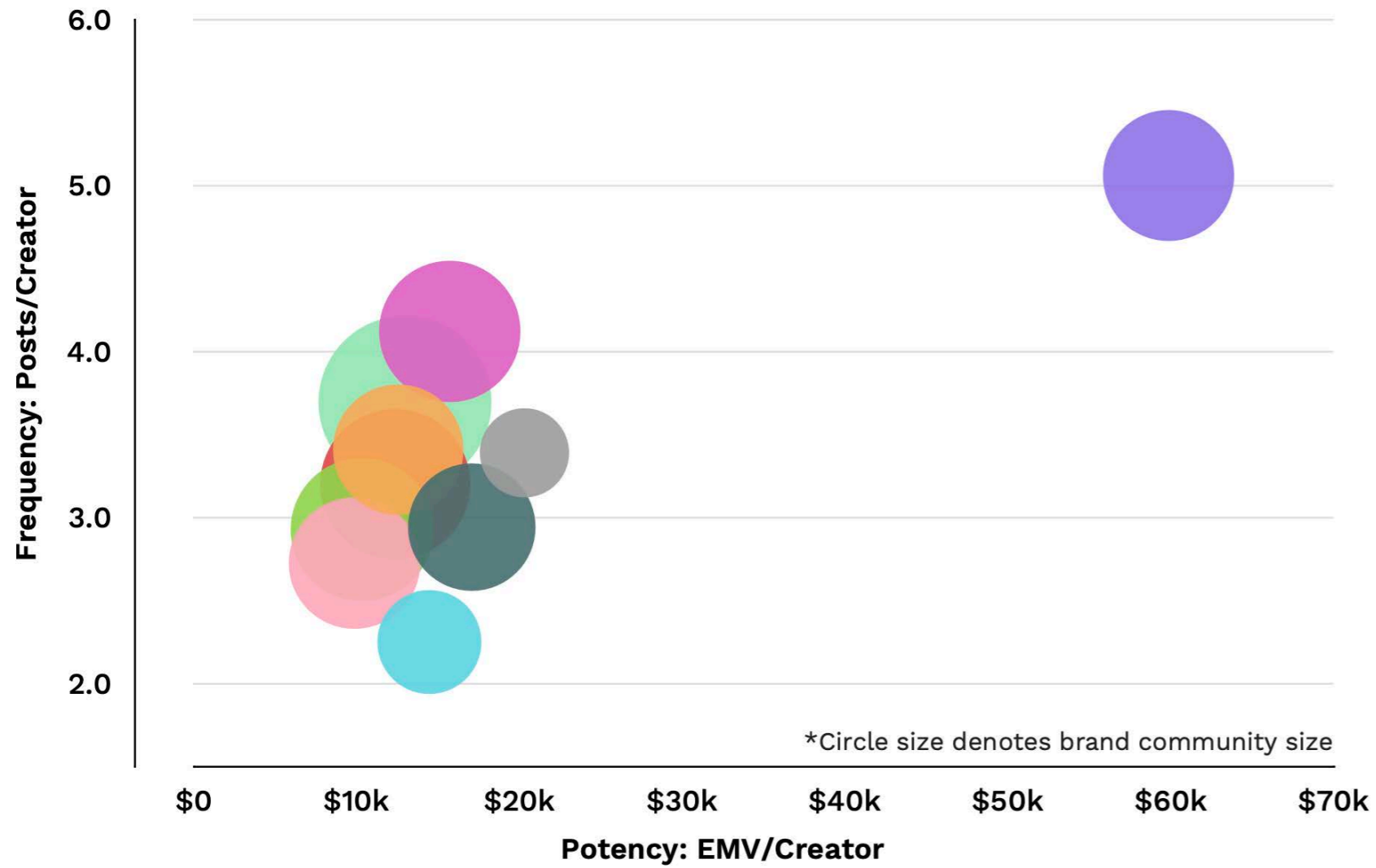
Rank	Brand	Q4 2023 EMV	QoQ	YoY
1st → 0	SHEGLAM	\$15,152,098	↘ -1%	↗ 81%
2nd ↗ 3	Charlotte Tilbury	\$5,724,512	↘ -29%	↘ -17%
3rd ●	Make Up For Ever	\$4,633,000	↘ -6%	↘ -11%
4th ↗ 5	Huda Beauty	\$4,109,326	↘ -27%	↗ 36%
5th ↗ 1	Benefit	\$4,089,501	↘ -47%	↘ -56%
6th ●	NARS	\$3,148,925	↘ -35%	↘ -42%
7th ↘ 5	Dior (Beauty)	\$3,113,483	↘ -69%	↘ -64%
8th ↘ 4	MAC	\$2,518,233	↘ -72%	↘ -70%
9th ●	L'Oréal Paris	\$2,380,435	↘ -49%	↘ -51%
10th ↘ 7	NYX Professional Makeup	\$2,306,795	↘ -75%	↘ -36%

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



Top 10: Community Metrics

Community Size, Frequency, and Potency for Gulf Countries



Brands	No. of Creators	Posts per Creator	EMV per Creator
● SHEGLAM	253	5.1	\$59,890
● Charlotte Tilbury	440	3.7	\$13,010
● Make Up For Ever	294	4.1	\$15,759
● Huda Beauty	331	3.2	\$12,415
● Benefit	239	2.9	\$17,111
● NARS	250	3.4	\$12,596
● Dior (Beauty)	300	2.9	\$10,378
● MAC	254	2.7	\$9,914
● L'Oréal Paris	117	3.4	\$20,346
● NYX Professional Makeup	159	2.2	\$14,508

Top 10 Beauty Brands in Italy

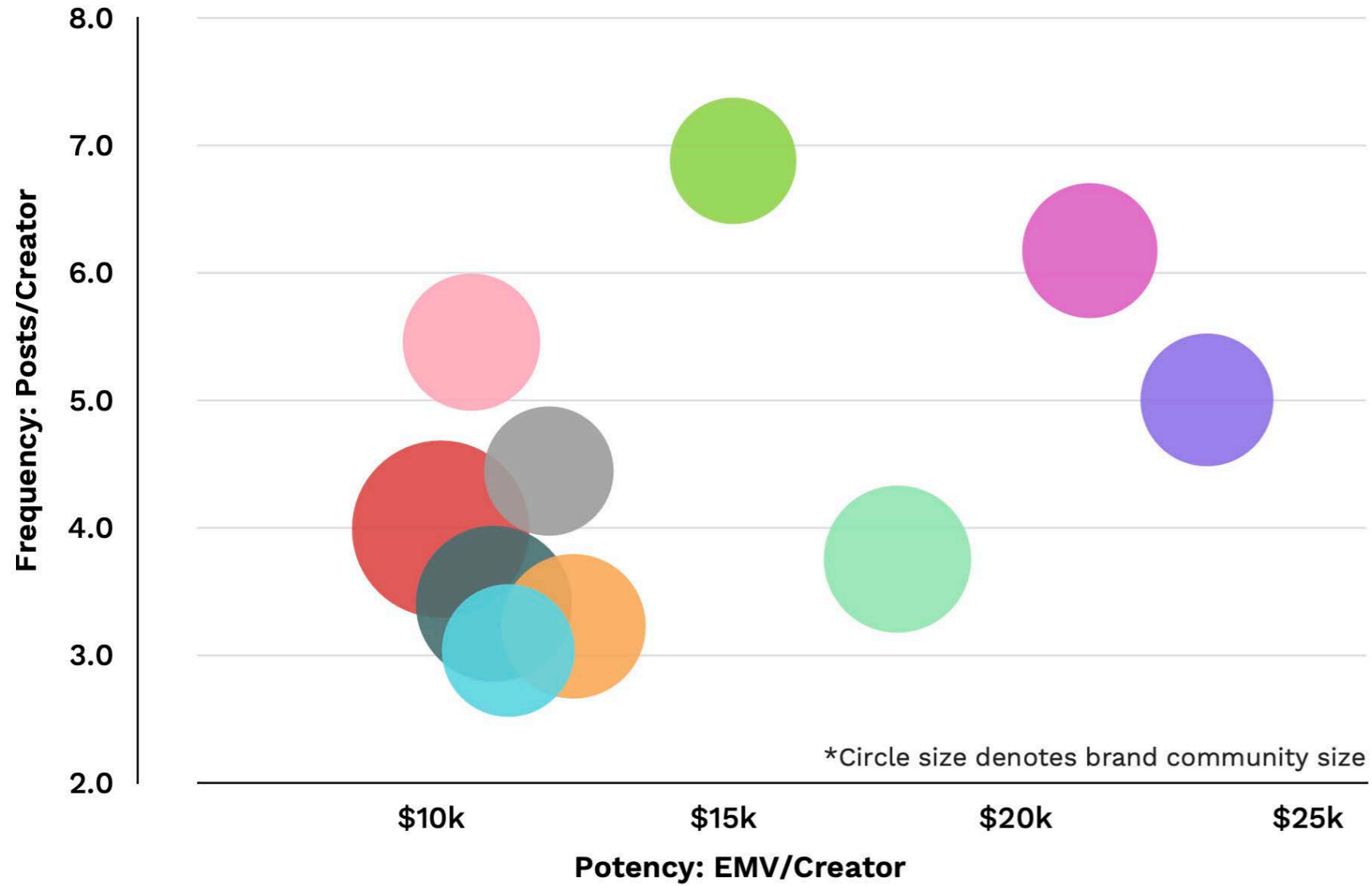
Rank	Brand	Q4 2023 EMV	QoQ	YoY
1st 4	SHEGLAM	\$10,776,737	59%	98%
2nd 4	L'Oréal Paris	\$10,231,809	57%	162%
3rd 2	ghd	\$10,211,093	-13%	-16%
4th → 0	MAC	\$8,375,517	13%	76%
5th 2	Charlotte Tilbury	\$7,065,108	-9%	16%
6th ●	Dior (Beauty)	\$6,826,939	82%	46%
7th ●	Yepoda	\$6,372,176	50%	47%
8th 1	Nabla Cosmetics	\$5,292,516	9%	-8%
9th 2	NYX Professional Makeup	\$5,275,011	-6%	-8%
10th ●	Clinique	\$5,242,147	211%	102%

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



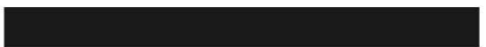



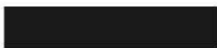































Top 10: Community Metrics

Community Size, Frequency, and Potency for Italy



Brands	No. of Creators	Posts per Creator	EMV per Creator
SHEGLAM	463	5.0	\$23,276
L'Oréal Paris	569	3.7	\$17,982
ghd	480	6.2	\$21,273
MAC	824	4.0	\$10,164
Charlotte Tilbury	638	3.4	\$11,074
Dior (Beauty)	549	3.2	\$12,435
Yepoda	420	6.9	\$15,172
Nabla Cosmetics	495	5.4	\$10,692
NYX Professional Makeup	439	4.4	\$12,016
Clinique	463	3.0	\$11,322

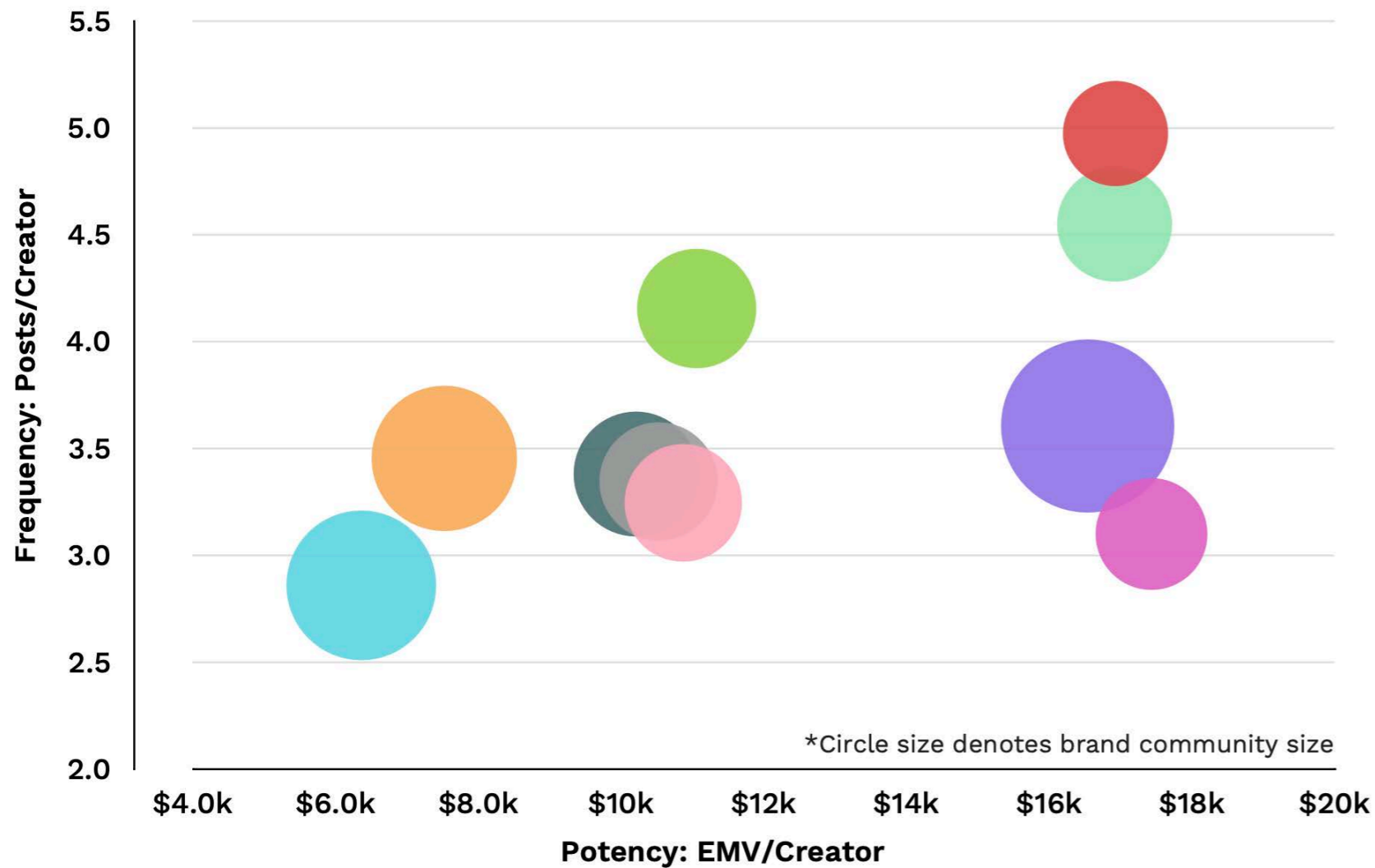
Top 10 Beauty Brands in Japan

Rank	Brand	Q4 2023 EMV	QoQ	YoY
1st → 0	Dior (Beauty)	\$10,407,261 	 25%	 20%
2nd  4	Jill Stuart (Beauty)	\$4,687,621 	 32%	 2%
3rd  1	YSL (Beauty)	\$4,569,336 	 9%	 24%
4th → 0	CANMAKE Tokyo	\$3,929,034 	 -2%	 -17%
5th 	MAC	\$3,340,677 	 39%	 55%
6th  3	NARS	\$3,335,685 	 1%	 7%
7th  4	Decorté	\$3,309,004 	 -18%	 13%
8th → 0	Rom&nd	\$3,154,882 	 -9%	 50%
9th 	Kate Tokyo	\$3,085,469 	 7%	→ 0%
10th 	Chanel (Beauty)	\$2,992,207 	 7%	 9%

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

Top 10: Community Metrics

Community Size, Frequency, and Potency for Japan



Brands	No. of Creators	Posts per Creator	EMV per Creator
Dior (Beauty)	629	3.6	\$16,546
Jill Stuart (Beauty)	277	4.5	\$16,923
YSL (Beauty)	262	3.1	\$17,440
CANMAKE Tokyo	232	5.0	\$16,935
MAC	327	3.4	\$10,216
NARS	443	3.4	\$7,530
Decorté	299	4.2	\$11,067
Rom&nd	290	3.2	\$10,879
Kate Tokyo	293	3.3	\$10,531
Chanel (Beauty)	470	2.9	\$6,366

Top 10 Beauty Brands in Korea

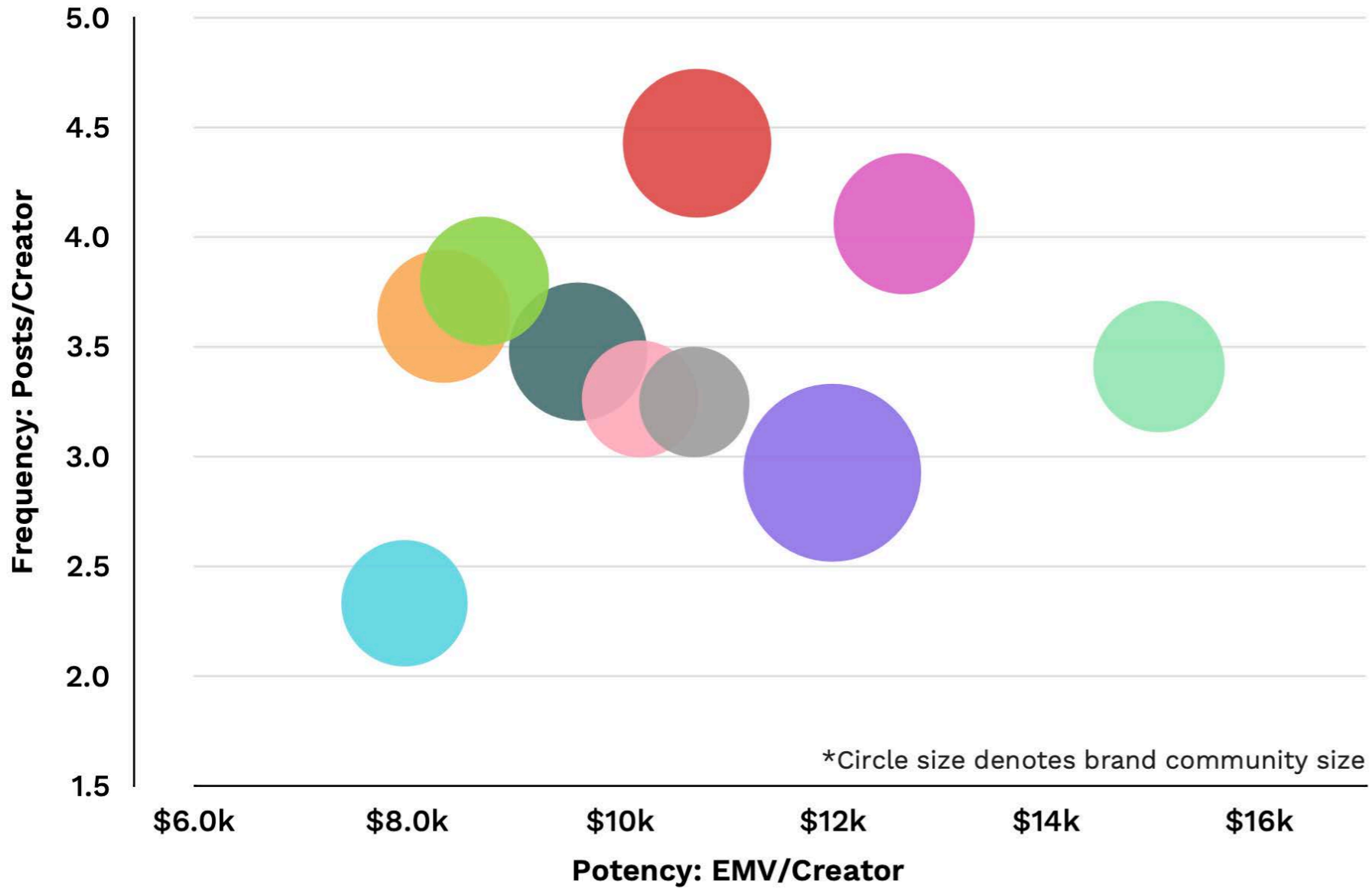
Rank	Brand	Q4 2023 EMV	QoQ	YoY
1st → 0	Dior (Beauty)	\$10,435,123	↘ -30%	↘ -17%
2nd → 0	Chanel (Beauty)	\$7,168,993	↗ 12%	↗ 23%
3rd ↗ 2	MAC	\$6,955,542	↗ 33%	↗ 61%
4th ↘ 1	Clio	\$6,531,385	↗ 9%	↗ 4%
5th ↘ 1	YSL (Beauty)	\$5,053,074	↘ -4%	↗ 44%
6th ↗ 4	eSpor	\$4,064,683	↗ 17%	↗ 47%
7th ●	Peripera	\$4,006,547	↗ 27%	↘ -27%
8th ●	Rom&nd	\$3,831,751	↗ 27%	↘ -15%
9th → 0	Etude House	\$3,594,781	↗ 4%	↘ -2%
10th ●	HERA	\$3,510,355	↗ 70%	→ 0%

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



Top 10: Community Metrics

Community Size, Frequency, and Potency for Korea



Brands	No. of Creators	Posts per Creator	EMV per Creator
Dior (Beauty)	870	2.9	\$11,994
Chanel (Beauty)	476	3.4	\$15,061
MAC	549	4.1	\$12,669
Clio	609	4.4	\$10,725
YSL (Beauty)	526	3.5	\$9,607
eSpor	487	3.6	\$8,346
Peripera	459	3.8	\$8,729
Rom&nd	376	3.3	\$10,191
Etude House	336	3.2	\$10,699
HERA	440	2.3	\$7,978



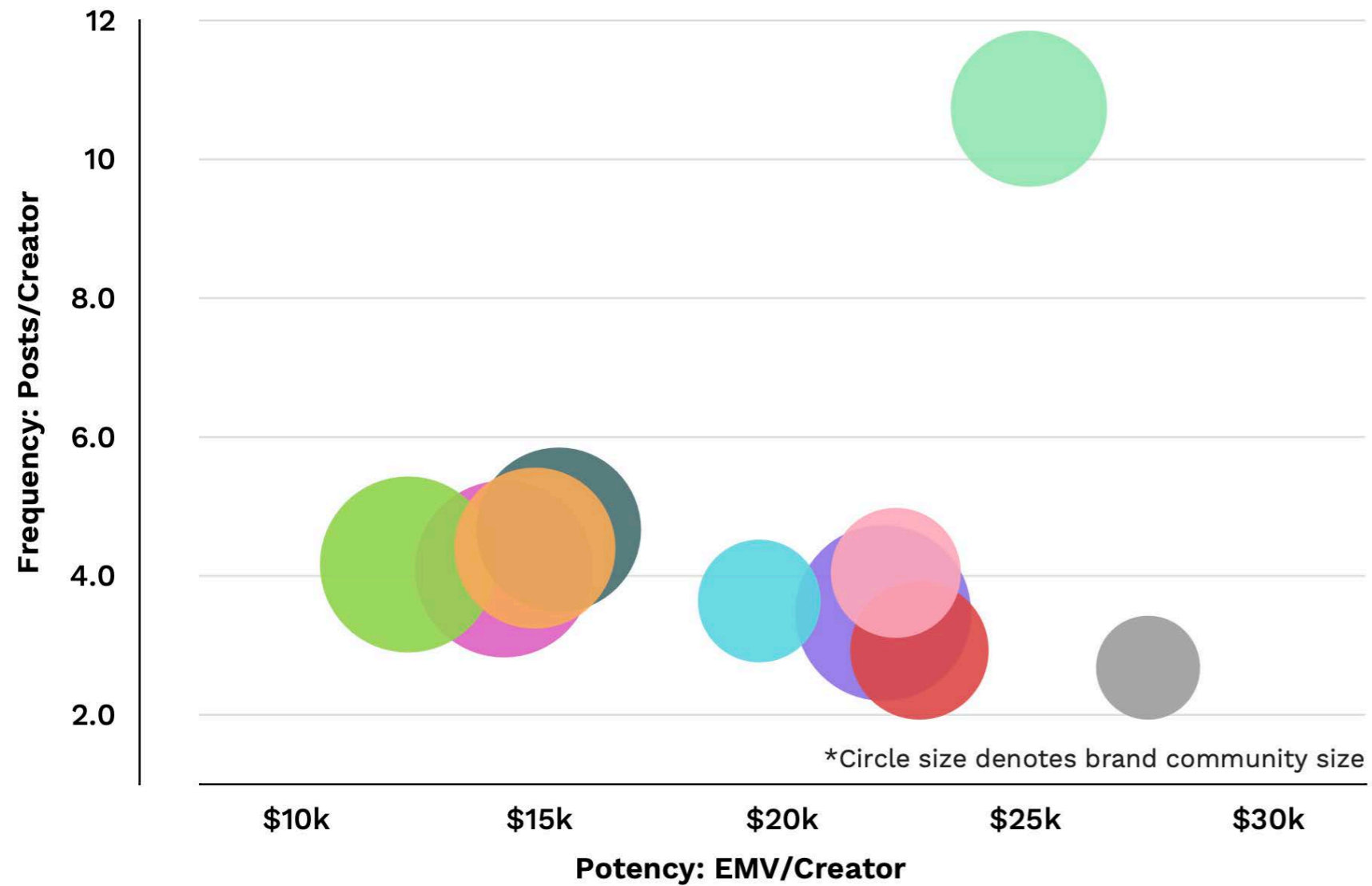
Top 10 Beauty Brands in Spain

Rank	Brand	Q4 2023 EMV	QoQ	YoY
1st → 0	L'Oréal Paris	\$16,717,765	↑ 1%	↑ 55%
2nd ↑ 5	ghd	\$14,998,682	↑ 120%	↑ 13%
3rd ↑ 7	YSL (Beauty)	\$10,950,080	↑ 89%	↑ 52%
4th ●	Maybelline	\$10,729,658	↑ 89%	↑ 151%
5th ↓ 2	Dior (Beauty)	\$10,227,116	↑ 28%	↑ 21%
6th ↑ 3	Lancôme	\$9,484,373	↑ 52%	↑ 55%
7th ↓ 3	MAC	\$9,348,640	↑ 32%	↑ 16%
8th → 0	SHEGLAM	\$9,250,126	↑ 47%	↑ 35%
9th ↓ 3	Garnier	\$7,296,470	↑ 5%	↑ 100%
10th ↓ 5	Armani (Beauty)	\$7,227,950	↑ 2%	↑ 137%

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

Top 10: Community Metrics

Community Size, Frequency, and Potency for Spain



Brands	No. of Creators	Posts per Creator	EMV per Creator
L'Oréal Paris	757	3.5	\$22,084
ghd	598	10.7	\$25,081
YSL (Beauty)	767	4.1	\$14,277
Maybelline	470	2.9	\$22,829
Dior (Beauty)	664	4.6	\$15,402
Lancôme	636	4.4	\$14,913
MAC	760	4.2	\$12,301
SHEGLAM	414	4.0	\$22,343
Garnier	265	2.7	\$27,534
Armani (Beauty)	370	3.6	\$19,535



US
Beauty

Q4 2023

Top 10 Beauty Brands in the US

Rank	Brand	Q4 2023 EMV	QoQ	YoY
1st ↑ 1	Charlotte Tilbury	\$126,379,568	→ 0%	↑ 14%
2nd ↑ 1	NYX Professional Makeup	\$123,580,082	↑ 3%	↑ 20%
3rd ↓ 2	Rare Beauty	\$118,924,623	↓ -23%	↑ 24%
4th ↑ 3	Dior (Beauty)	\$108,672,741	↑ 16%	↑ 32%
5th ↓ 1	MAC	\$108,666,707	↓ -8%	↑ 22%
6th ↑ 2	E.L.F.	\$100,989,858	↑ 10%	↑ 44%
7th ↓ 1	Fenty Beauty	\$97,064,353	↑ 3%	↑ 5%
8th ●	YSL (Beauty)	\$91,678,463	↑ 21%	↑ 189%
9th ↓ 4	ColourPop	\$86,977,758	↓ -17%	↓ -24%
10th → 0	L'Oréal Paris	\$85,508,724	↓ -1%	↑ 68%

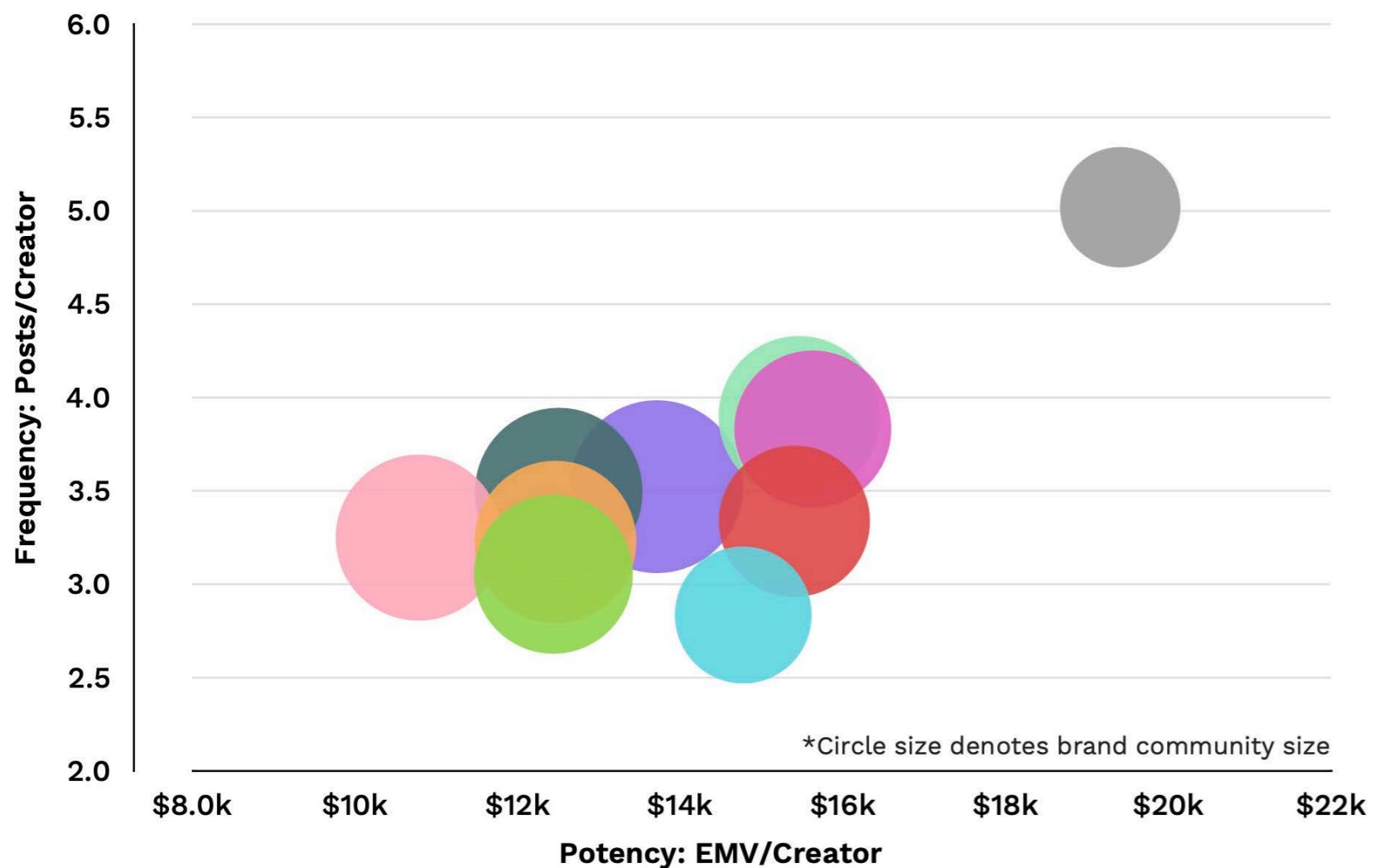
● This brand was not in the previous quarter's Top 10.



US
Beauty

Top 10: Community Metrics

Community Size, Frequency, and Potency for the US



Brands	No. of Creators	Posts per Creator	EMV per Creator
Charlotte Tilbury	9,213	3.5	\$13,718
NYX Professional Makeup	7,990	3.9	\$15,467
Rare Beauty	7,606	3.8	\$15,636
Dior (Beauty)	7,052	3.3	\$15,410
MAC	8,686	3.5	\$12,511
E.L.F.	8,099	3.2	\$12,469
Fenty Beauty	7,800	3.0	\$12,444
YSL (Beauty)	8,498	3.2	\$10,788
ColourPop	4,480	5.0	\$19,415
L'Oréal Paris	5,785	2.8	\$14,781