

Beyond Star Power:

What Brands Can Learn From Beyoncé's Cécred

Cécred Debuted as the No. 1
Haircare Brand in the U.S.

Here's What Happened Next. [→](#)

Introduction

“Them Big Ideas Are Buried Here”

- AMERIICAN REQUIEM, Beyoncé

What do lush beard oils, Americana, and bees have in common? Beyoncé, of course.

In late February 2024, the global superstar launched her long-rumored haircare brand, Cécred.

Following in the footsteps of her mother, who owned a hair salon, Beyoncé hoped that Cécred would inspire others to prioritize themselves—in all their versatility—and maintain sacred rituals.

In its first month on the market, Cécred pulled off what few brands across industries have done before. As measured by [Earned Media Value](#), CreatorIQ’s proprietary metric to gauge the viral impact of social media content, the celebrity haircare brand debuted at the No. 1 spot of the [U.S. Haircare leaderboard](#). Cécred also secured the No. 5 spot of the Haircare leaderboard globally.

In the United States, Cécred not only outperformed other celebrity haircare brands like [Pattern Beauty](#) and TPH by Taraji, but also bested notable brands with recent acquisitions like K18 Hair ([acquired by Unilever at the end of December 2023](#)) and Mielle Organics (acquired by Procter & Gamble in January 2023).

Beyoncé is Queen Bee for a reason: everything she touches turns to honey. However, Cécred’s stellar initial performance extends beyond Beyoncé’s star power.

By comparing the brand’s launch and subsequent performance to that of other celebrity brands, CreatorIQ has charted a blueprint for success that other brands, celebrity or otherwise, can implement.

Using CreatorIQ’s data analytics, this report investigates:

- How Beyoncé launched Cécred
- How Cécred’s debut compares to the launches of Beyoncé’s Ivy Park and Tracee Ellis Ross’ Pattern Beauty
- Which metrics celebrity brands should focus on to ensure sustained success
- How the haircare industry has fared in 2024 so far, both in the U.S. and Europe
- What potency and community size metrics reveal about Cécred’s decline in performance following its launch
- How Rihanna’s Fenty Hair launch performance stacks up to Cécred’s
- What’s coming next for the haircare industry

Executive Summary

“Lay Your Cards Down, Down, Down, Down”

- TEXAS HOLD 'EM, Beyoncé

1

In February 2024, Beyoncé launched Cécred, which claimed \$13.9M EMV and the No. 1 spot on the U.S. Haircare leaderboard

2

During Cécred's launch month, the brand outpaced Ivy Park, Beyoncé's fashion brand, by a shocking \$13.5M EMV and 252.1M impressions, suggesting that Cécred's success can't solely be attributed to Beyoncé's star power

3

Cécred also outperformed Pattern Beauty's 2019 launch by 8x in EMV, 2.5x in potency (average EMV per creator), 3x in community size, and 4x in content volume

4

Key differences that emerged between Cécred and Pattern Beauty were retention and how each brand leveraged creators with different follower tiers

5

Retaining creators is the key to sustained long-term gains, as shown by Pattern Beauty's steady performance over time compared to Cécred's February performance

6

Retention is a differentiating factor between top 10 brands in the U.S. vs. lower-ranked brands

7

Celebrity beauty brands should ensure that their strategy isn't reliant on powerhouse creators (>1M followers), who are great at securing awareness, but tend to have less engagement than other tiers

8

Rihanna's Fenty Hair launched in June 2024, raking in a record-breaking \$24.6M EMV, which outperformed Cécred's impressive launch EMV by \$10.9M

A Timeline of Cécred's Launch

"That Would Be Enough Until the End of Time"

- Until the End of Time, Justin Timberlake ft Beyoncé



May 16
2023

Beyoncé drops a three-part carousel on her [Instagram](#):

1. Beyoncé styles her curly hair
2. Blue Ivy gets her hair braided
3. A quote graphic that begins, "How many of y'all know that my first job was sweeping hair in my mama's salon?"

Beyoncé declares that she's always dreamed of carrying on her mother's legacy—and she did, thanks to Cécred.

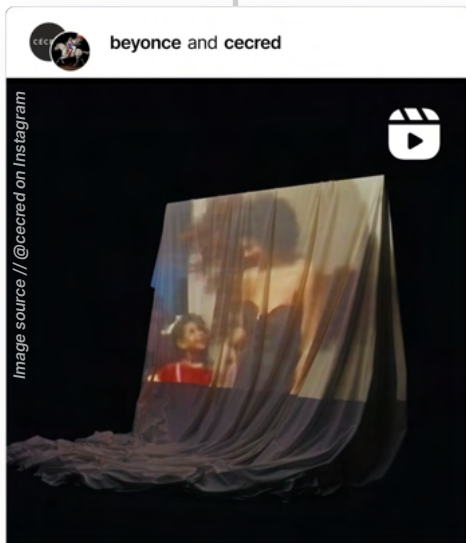
November 25
2023

Beyoncé's unnamed haircare brand invites select creators such as Bretman Rock (@bretmanrock on Instagram) and Alisha Marie (@alishamarie on TikTok) to the [Los Angeles premiere](#) of Renaissance: A Film by Beyoncé.

"I feel liberated. I have transitioned into a new animal."

[Renaissance: A Film by Beyoncé](#)





February 6 2024

Beyoncé [teases her haircare brand](#) and reveals the name. The caption reads, “Hair is sacred. The journey begins Feb 20. Visit CECRED.COM”

Beyoncé drops the name of her brand in a collab post, providing the official launch date. The content features old footage of her mother’s Headliners Hair Salon interspersed with various hairstyles, and a cameo of young Beyoncé.

February 11 2024

The San Francisco 49ers and the Kansas City Chiefs battle at the Super Bowl, and Beyoncé pairs up with Verizon in a Super Bowl commercial where she tries to break the internet.

At the tail end of the commercial, Beyoncé announces, “Okay, they ready. Drop the new music.” Beyoncé released two Cowboy Carter singles on Super Bowl Sunday, creating buzz a little over one week before Cécred’s launch.



February 20 2024

The glorious day arrives: Cécred launches. Beyoncé hosts an all-white attire [launch party](#) in Los Angeles, featuring family members like Tina Knowles and Blue Ivy, as well as owners of other celebrity haircare brands, including Taraji P. Henson and Gabrielle Union. The event also included popular content creators like Bretman Rock.

How Cécred Became the No. 1 U.S. Haircare Brand

“We Gon’ Make It Do What It Do, Ya-Ya”

- YA YA, Beyoncé

Cécred's Earned Media Performance

February 2024

\$13.9M

EMV

17.7M

Engagement

1.4k

**Number
of Creators**

\$10.3k

Potency
(EMV per Creator)

3.4k

**Number
of Posts**

253.9M

**Estimated
Impressions**

EMV (Earned Media Value)




Earned Media Value quantifies the value of social media content. EMV measures engagement with social media content about a brand that is created by a third party. This third party is typically a creator, but EMV can also be used to gauge the impact of posts from publications, retailers, and other brands.

 **#1**

Cécred launched on February 20, 2024, securing \$13.9M EMV and soaring to the No. 1 spot.

Cécred Launch Social Media Performance

U.S. Data, February 2024

Platform	EMV	Engagements
 Instagram	\$9.5M	8.9M
 TikTok	\$2.7M	3.0M
 YouTube	\$442.4k	120.1k

Top Hashtags

February 2024

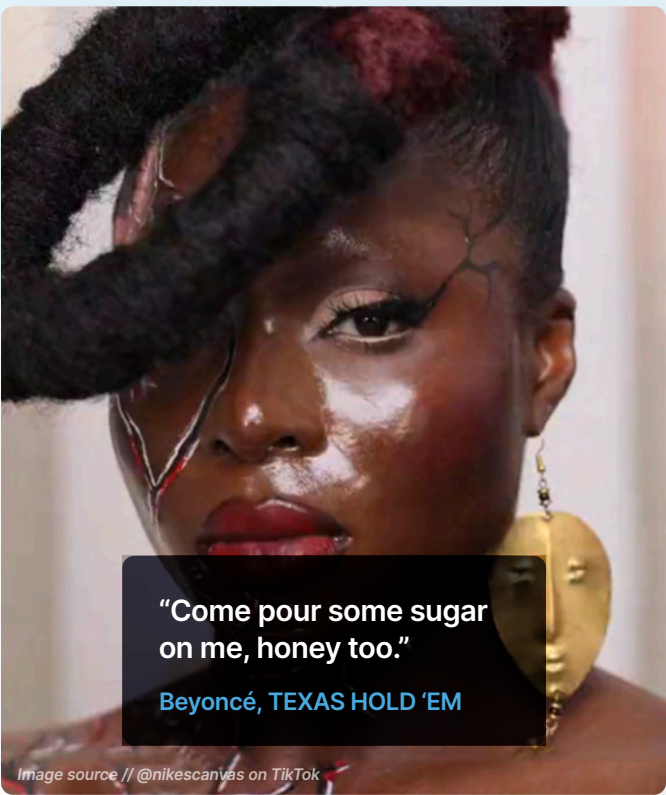
- #Beyonce
\$2.9M EMV, 464 posts, 303 creators
- #Cecred
\$2.7M EMV, 536 posts, 350 creators
- #Cécred
\$1.2M EMV, 335 posts, 209 creators
- #Haircare
\$597.5k EMV, 150 posts, 105 creators

Top Posts

February 2024



Bretman Rock (@bretmanrock on Instagram) models for Cécred, sharing life lessons learned from Beyoncé via select song lyrics.

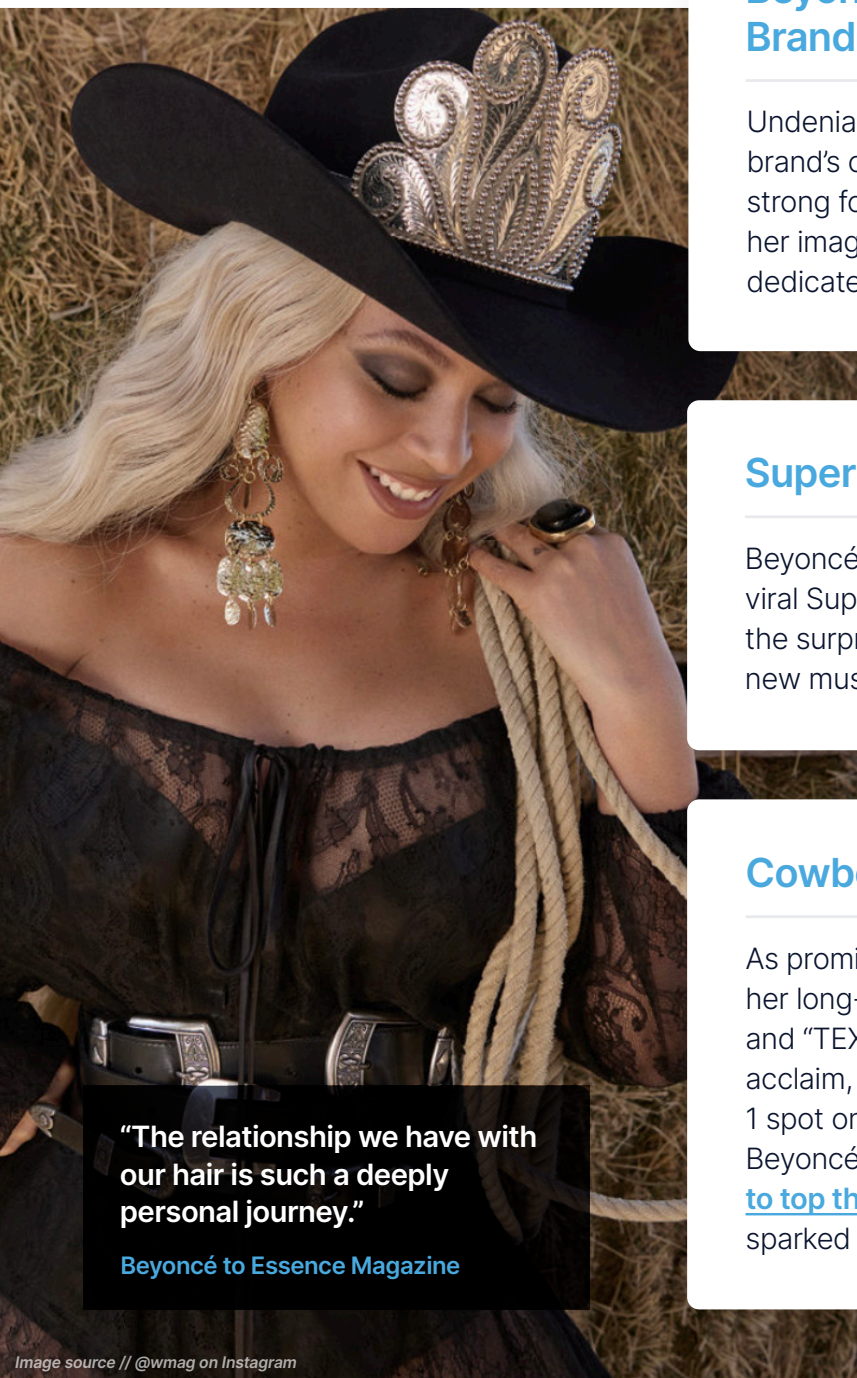


In a TikTok set to Beyoncé’s “TEXAS HOLD ‘EM,” creator **Adenike Akinpelu (@nikescanvas)** discovers a new look, made possible with Cécred hair products.

What Made Cécred's Launch Successful?

"I'm That Girl"

- I'm That Girl, Beyoncé



Beyoncé's Star Power Fuels Brand Awareness

Undeniably, a major source of Cécred's power is the brand's connection to Beyoncé—a musician with a strong following and decades of experience crafting her image and influence, particularly among her dedicated Beyhive.

Super Bowl Buzz Paves the Way

Beyoncé partnered with Verizon for an instantly viral Super Bowl commercial, which concluded with the surprise announcement that she was releasing new music.

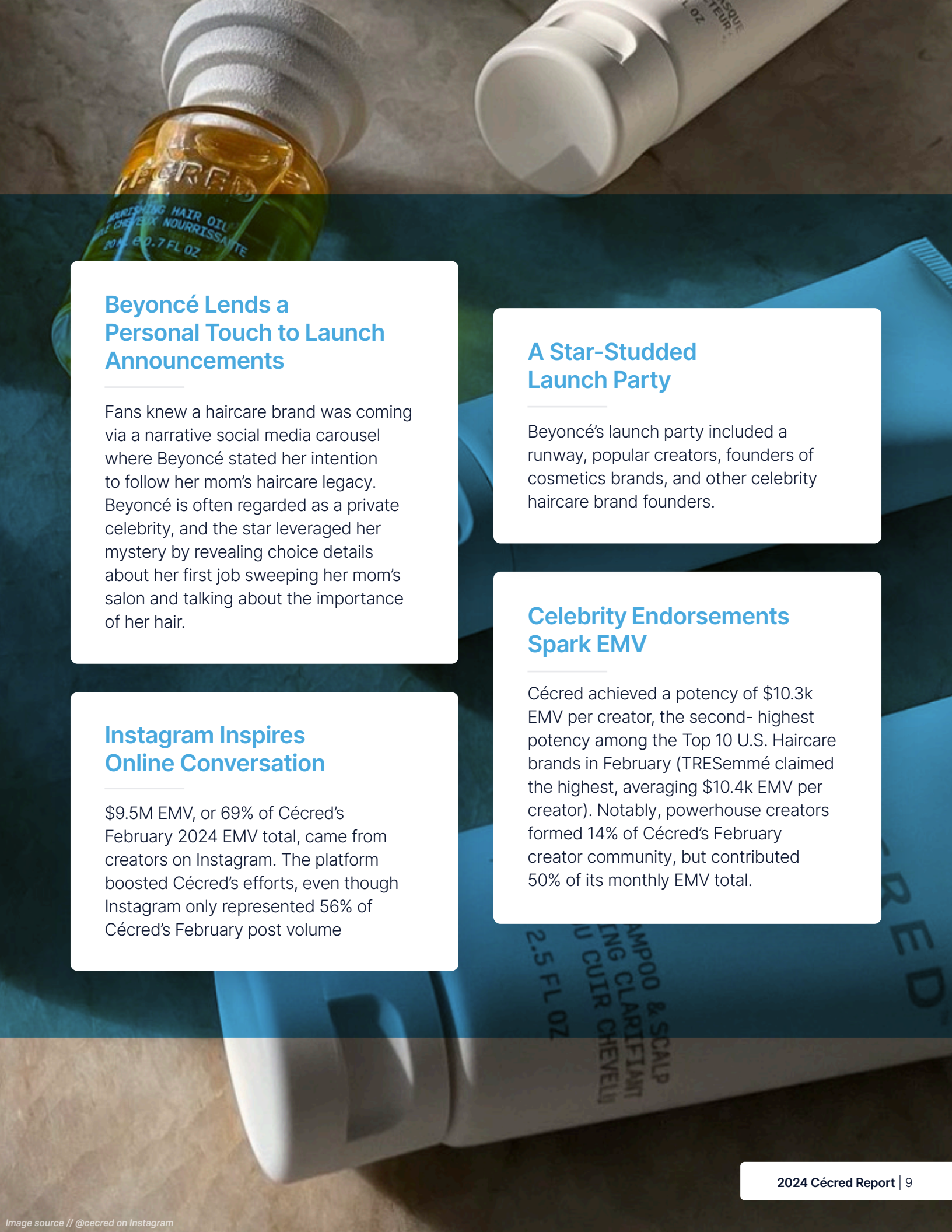
Cowboy Carter Captures Attention

As promised, Beyoncé released two tracks ahead of her long-awaited country album. "16 CARRIAGES" and "TEXAS HOLD 'EM" achieved immediate acclaim, with "TEXAS HOLD 'EM" claiming the No. 1 spot on Billboard's Hot Country Songs Chart. Beyoncé broke the record as [the first Black woman to top the chart](#) in history. Buzz around the artist sparked further attention for her forthcoming brand.

"The relationship we have with our hair is such a deeply personal journey."

Beyoncé to Essence Magazine

Image source // @wmag on Instagram



Beyoncé Lends a Personal Touch to Launch Announcements

Fans knew a haircare brand was coming via a narrative social media carousel where Beyoncé stated her intention to follow her mom's haircare legacy. Beyoncé is often regarded as a private celebrity, and the star leveraged her mystery by revealing choice details about her first job sweeping her mom's salon and talking about the importance of her hair.

Instagram Inspires Online Conversation

\$9.5M EMV, or 69% of Cécred's February 2024 EMV total, came from creators on Instagram. The platform boosted Cécred's efforts, even though Instagram only represented 56% of Cécred's February post volume

A Star-Studded Launch Party

Beyoncé's launch party included a runway, popular creators, founders of cosmetics brands, and other celebrity haircare brand founders.

Celebrity Endorsements Spark EMV

Cécred achieved a potency of \$10.3k EMV per creator, the second- highest potency among the Top 10 U.S. Haircare brands in February (TRESemmé claimed the highest, averaging \$10.4k EMV per creator). Notably, powerhouse creators formed 14% of Cécred's February creator community, but contributed 50% of its monthly EMV total.

To What Extent Can Cécred’s Success Be Attributed to Beyoncé?

“You Must Not Know ‘Bout Me”

- Irreplaceable, Beyoncé

Cécred isn’t the only brand that Beyoncé has founded—she also launched the athleisure brand Ivy Park in 2016. Fashion represents a more mature industry than haircare when it comes to creator marketing and Earned Media Value. In theory, if Cécred’s success was about Beyoncé, we would see similar success for Ivy Park, and perhaps even greater viral impact when accounting for industry norms.

Here’s how Cécred’s launch month performance compares to Ivy Park’s:

	Ivy Park March 2016	Cécred February 2024
EMV	\$1.4M	\$13.9M
Potency*	\$5.2k	\$10.3k
# of Creators	265	1.4k
# of Posts	523	3.4k
*EMV per Creator		

Cécred outperformed Ivy Park’s launch month EMV by 10x. Additionally, the brand garnered greater potency, a larger creator community, and increased post volume relative to its predecessor. Cécred’s launch was more successful than Ivy Park on every level.

Ivy Park actually launched on March 31, 2016, so these stats represent a combination of pre-launch and day-of numbers. Even when we adjust for this by taking April 2016 numbers into account, Cécred’s numbers best Ivy Park’s.



Ivy Park’s First Full Month vs. Cécred’s Launch Month



	Ivy Park April 2016	Cécred February 2024
EMV	\$3.6M	\$13.9M
Potency	\$6.3k	\$10.3k
# of Creators	567	1.4k
# of Posts	1.6k	3.4k

Even with these adjusted numbers, Cécred outperformed Ivy Park by 4x, with much greater potency, a larger community size, and post volume. But Ivy Park’s launch was eight years ago, and creator marketing has blossomed dramatically since 2016. How is the brand doing now?

Tracking Ivy Park’s performance the same month Cécred launched would account for buzz around Beyoncé’s Super Bowl commercial, her Renaissance tours and film, as well as her Cowboy Carter soundtrack drops.

	Ivy Park February 2024	Cécred February 2024
EMV	\$382.2k	\$13.9M
Potency	\$4.2k	\$10.3k
# of Creators	92	1.4k
# of Posts	136	3.4k
Est. Impressions	1.8M	253.9M
Engagement	126.3k	17.7M

Ivy Park maintained a decent potency per creator, but its community size of 92 creators represented far less coverage than Cécred’s 1.4k creators. Cécred outpaced Ivy Park’s February performance by a whopping \$13.5M EMV and 252.1M impressions.

While Beyonce’s presence certainly influenced Cécred’s debut at the No. 1 spot of the U.S. Haircare leaderboard, we can’t fully attribute the success of her haircare brand to her star power, especially when her fashion brand isn’t enjoying similar success.

Cécred's Launch Achieved 20x the Impressions of Pattern Beauty's Launch Month

“Jolene, Jolene, Jolene, Jolene”

- Jolene, Beyoncé

Founded by Tracee Ellis Ross in 2019, Pattern Beauty has found its stride over the last couple of years, earning mentions in CreatorIQ's Indie Beauty Debrief Q1 2023, as well as [The Top 10](#), for its noteworthy growth.

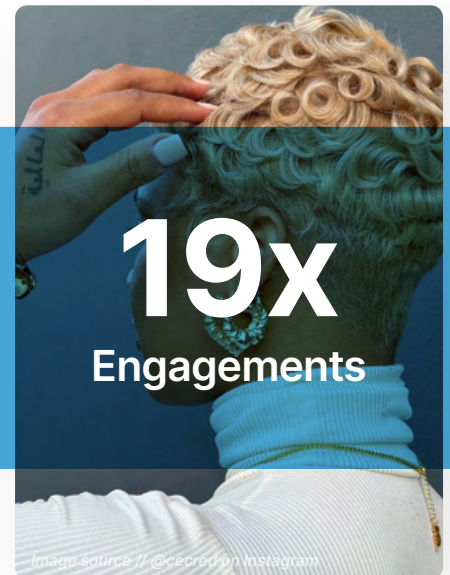
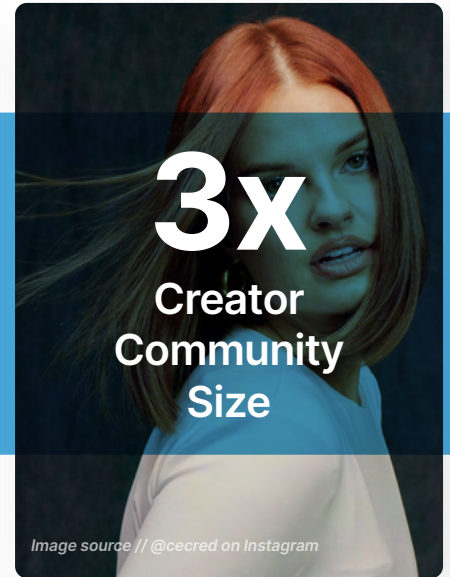
Part of Pattern Beauty's momentum is predicated on access to elite powerhouses like Kim Kardashian and Reese Witherspoon. However, Pattern Beauty doesn't rely solely on Tracee Ellis Ross or other celebrities to fuel growth.

The brand launched in September 2019. Here's how its launch month compared to Cécred's:

	Pattern Beauty September 2019	Cécred February 2024
EMV	\$1.6M	\$13.9M
Potency	\$4.3k	\$10.3k
# of Creators	384	1.4k
# of Posts	783	3.4k
Est. Impressions	12.9M	253.9M
Engagement	965.1k	17.7M



Cécred's Launch Outperformed Pattern Beauty's Launch by:



While Cécred and Pattern Beauty boasted similar community breakdowns, 50% of Cécred's launch month EMV came from powerhouses, compared to just 27% for Pattern Beauty. Cécred was better able to encourage high-profile creators to produce more impactful posts, leading to far higher impressions and engagement.

Cécred's performance makes for an excellent launch month—but it isn't particularly sustainable to expect celebrities to consistently post about your brand at scale.

By contrast, Pattern Beauty’s launch month displays some key factors that foreshadowed the brand’s strong future performance:



Balanced Distribution of EMV Across Creators of Various Follower Tiers

Pattern Beauty isn’t relying on a single group to make up the majority of its EMV.



Sizeable Contribution From Micro-Influencers

Pattern Beauty’s micro-influencer contribution is 27%, significantly greater than Cécred’s 10%. This indicates that Pattern Beauty is capturing the attention from a cohort likelier to post about them consistently, and to drive engagement. (Plus, micro-influencers are more cost-effective.)



Retention Score

Pattern Beauty enjoyed a higher retention score following its launch (76.1 compared to Cécred’s 13.2), a factor that explains what happened after Cécred’s launch month.

Here’s How Pattern Beauty Performed That Month

Because Pattern Beauty’s launch occurred a few years ago, it’s important to compare the two brands in real time. In February 2024, the month Cécred launched, Pattern Beauty was the No. 27 brand on the U.S. Haircare leaderboard.

Pattern Beauty has been able to sustain the momentum from its launch for nearly four years, representing a highly successful example of a celebrity haircare brand.

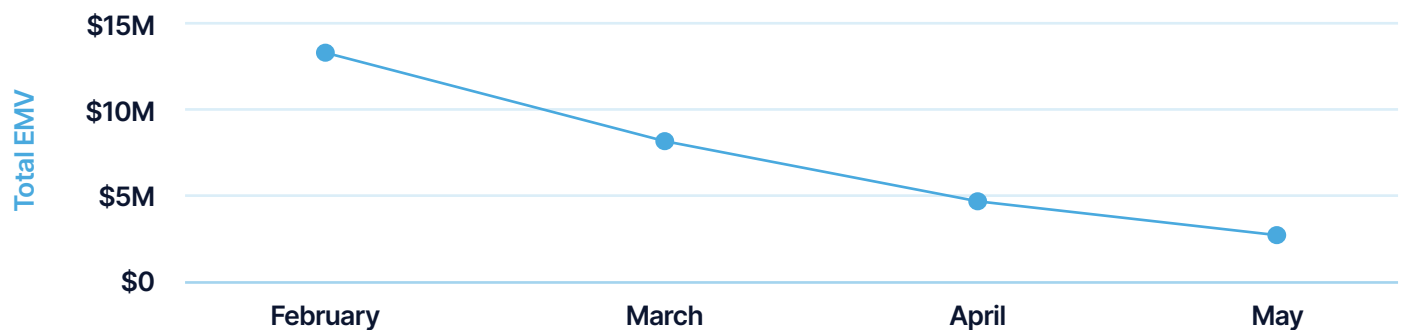
	Pattern Beauty February 2024	Cécred February 2024
EMV	\$2.4M	\$13.9M
Potency	\$6.6k	\$10.3k
# of Creators	359	1.4k
# of Posts	668	3.4k
Est. Impressions	24.1M	253.9M
Engagement	2.0M	17.7M

Cécred's Falling EMV Highlights Challenges Faced by Celebrity Beauty Brands

"I Swore I'd Never Fall Again"

- Halo, Beyoncé

Cécred 2024 Earned Media Value



From February to May 2024, Cécred's EMV fell every month. Granted, no brand can be expected to maintain the levels of such an amazing entry into the haircare space. It takes time to get an always-on marketing program running, and Cécred's February performance makes up for any subsequent lags. But when thinking about what we can learn from Cécred's launch, we can't ignore that during this time period, Cécred's EMV declined by \$11.8M EMV.

Cécred's performance corresponded with a drop in its community from 1.4k creators to 366 in May 2024, indicating that the brand likely hasn't solidified its always-on creator strategy.

Relatedly, Cécred's engagement levels declined by 16.8M since February, while its May content volume of 594 posts represents a decline from 2.8k in February.

Two key factors account for Cécred's decline, and point to the challenges celebrity beauty brands face:

- 1 Retention
- 2 Community Metrics

Creator Retention Is Essential for Sustained Growth

“If You Got It, Flaunt It”

- Check On It, Beyoncé ft Bun B and Slim Thug

In May 2024, Cécred's retention score was 18%. Pattern Beauty, by contrast, enjoyed a retention score of 52.9%. The two brands had very similar EMV totals, with Cécred collecting \$2.1M EMV and Pattern Beauty netting \$1.9M EMV. However, while Pattern Beauty benefitted from a 46% MoM EMV increase, Cécred's EMV fell by 54% compared to April.

Retention

Retention refers to creators who mentioned a certain brand both in the current time period monitored and the equivalent previous time period. In the example above, ‘retained creators’ refers to creators who posted about the brand in both May 2024 and April 2024. EMV retention specifically refers to the percentage of EMV driven by retained creators.

Here's Why Retention Matters

If one of your favorite creators references a brand once, maybe you'll check the brand out, maybe you'll make a note to check it out, but don't get around to it. But if your favorite creator consistently mentions a brand, you'll be likelier to believe that the brand has solid offerings, and likelier to check the brand out.

On the brand side, if you strengthen existing relationships with creators (and therefore their fans), you can maximize the lifetime value of these relationships. Generally, in the U.S., the top-performing brands by Earned Media Value boast stronger retention scores than the rest of the industry. The Top 10 brands in Europe outperformed the EMV retention rates of lower-performing brands as well, but by a smaller margin.

That's because if someone is posting about you more than once, they're bound to get creative with the way they incorporate you into their content. Retained creators reliably expand both the volume and quality of content about a brand, making retention crucial for building strong creator marketing programs.

In May 2024, the average EMV retention rate for the Top 10 Haircare brands was 53%, as compared to 39% for the industry as a whole. Redken, the No. 1 brand by EMV in the U.S. enjoyed an EMV retention rate of 72%, and relatedly boasted 261.6M impressions—the highest in the Top 10.

Pattern Beauty's higher retention rate indicates a positive prognosis for how the brand will continue to perform. Meanwhile, Cécred's lower retention rate can potentially be attributed to its newness in the space. But if the brand doesn't focus on finding creators with whom it can partner again and again, it might be difficult for Cécred to grow at scale.

Celebrity Beauty Brands Should Look Beyond Creators With 1M+ Followers

“If It’s Good, It’s Got to Last”

- Disappear, Beyoncé

Cécred’s community composition and metrics also present a blueprint for celebrity beauty brands looking to create sustainable creator marketing programs.

Cécred’s Percent Community by Follower Tier Chart

Follower Tier	February 2024	March 2024	April 2024	May 2024
% Community by Micro (under 100k Followers)	58%	55%	55%	59%
% Community by Midtier (100k - <300k Followers)	18%	22%	20%	21%
% Community by Established (300k- <1M Followers)	11%	15%	13%	9%
% Community by Powerhouse (1M+ Followers)	14%	9%	12%	10%

In May, Cécred’s micro-influencers comprised a majority of its community. A community composition that’s heavy on micro-influencers isn’t necessarily an issue —after all, micro-influencers formed the majority of the collective creator community for the May 2024 U.S. Haircare Top 10 brands (71%). However, while micro-influencers enjoy high engagement levels, they aren’t the best cohort for getting as many eyes on a brand as possible, and tend to provide lower EMV contributions—unless they’re posting about the brand repeatedly. Despite being the majority cohort, micro-influencers on average accounted for 27% of the EMV contributions for Top 10 Haircare brands in May.

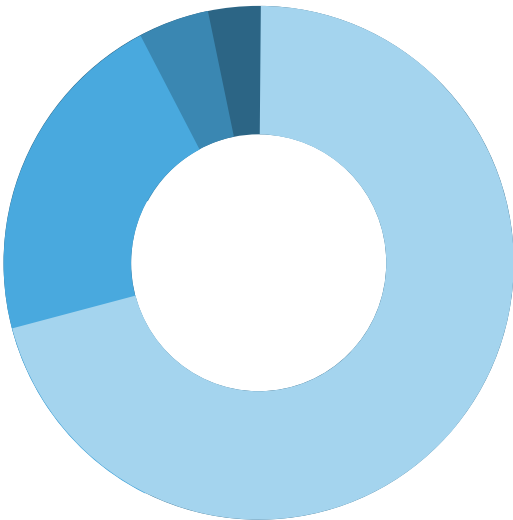
Cécred’s Percent EMV by Follower Tier Chart

Follower Tier	Feb 2024	March 2024	April 2024	May 2024
% Community by Micro	10%	13%	13%	15%
% Community by Midtier	19%	24%	25%	29%
% Community by Established	21%	27%	25%	15%
% Community by Powerhouse	50%	36%	36%	41%

The largest percentage of Cécred’s EMV came from powerhouse (41%) and mid-tier creators (29%) in May. However, Cécred didn’t have as many powerhouses in May, meaning that the overall impact of this cohort was diminished.

U.S. Top 10 Haircare Brands’
Average Creator Community
Composition

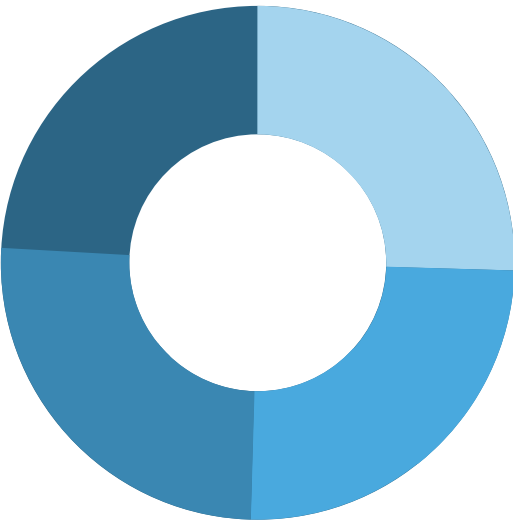
May 2024



- 71% Micro-Influencer
- 15% Midtier
- 9% Established
- 6% Powerhouse

U.S. Top 10 Haircare Brands’
Average EMV Contributions
by Follower Tier

May 2024



- 27% Micro-Influencer
- 25% Midtier
- 27% Established
- 22% Powerhouse

By contrast, for Redken, the No. 1 U.S. Haircare brand in May, powerhouses formed 2% of its creator community and drove only 8% of its monthly EMV total. Midtier and micro-influencers powered the most EMV, at 34% and 35%, respectively.

On average, powerhouses comprised only 6% of the creator communities of the Top 10 Haircare brands in May. Contrary to intuition, powerhouses are not the best investment to sustain [online conversation about your brand](#).

A Winning Creator Marketing Strategy for Celebrity Beauty Brands

“Now You Want to Act Like Ya Don’t Know What to Do”

- Lose My Breath, Destiny’s Child



“What was really important to us is that Cécred, as a brand, is bigger than her. We didn’t want her to take away the attention of how great the products were. Yes, people buy them because Beyoncé uses them. But she wanted people to really get to know and understand the breadth of the brand before she shared how she herself uses it.”

Tina Knowles to [Today](#)

Though the growth of celebrity beauty brands often outpaces the growth of other beauty brands, the cohort of celebrity beauty brands saw a lower YoY growth rate than beauty brands overall, per [NielsenIQ](#). This means that celebrity beauty is not as saturated of a market as it may seem. In particular, the haircare industry is actually underdeveloped when it comes to celebrity beauty brands.

More so than other brands, celebrity beauty brands are well-positioned to cultivate ardent fans who post consistently. That’s why leveraging the star power of the celebrity at the center of the brand isn’t an inherently poor strategy. Part of the allure for a consumer is using a product that was crafted by a star that they admire.

To create longevity, however, celebrity beauty brands must build brand equity beyond the star. They can do so by focusing on the brand’s leadership team, as well as on the creators with whom the brand partners.

A winning strategy for Cécred in the coming months

- ✓ Boost community size by focusing on established and mid-tier creators
- ✓ Entice celebrity partners to post about the brand on a monthly basis
- ✓ Work with creators who have already posted about them, strengthening relationships with existing creators
- ✓ Develop an always-on creator marketing strategy to supplement big moments for Beyoncé—and the brand as a whole

Cécred’s 27.6M Engagements is Higher Than All Other U.S. Top 10 Haircare Brands

“I Got Hot Sauce in My Bag”

- Formation, Beyoncé

Celebrity haircare brands are just one slice of the haircare industry as a whole. Cécred’s rise and fall isn’t occurring in a vacuum, but within the context of a burgeoning industry.

In May, the top 10 US Haircare brands were:

Rank	Brand Name	EMV
1	Redken	\$13.0M
2	Olaplex	\$10.1M
3	K18 Hair	\$9.0M
4	Ouai	\$7.7M
5	Wella	\$5.4M
6	Amika	\$5.4M
7	Kérastase	\$5.2M
8	Gisou (Haircare)	\$4.8M
9	Living Proof	\$4.7M
10	Schwarzkopf Professional	\$4.5M



Here’s how these same brands performed from February - May 2024, along with celebrity haircare brands like Cécred, Pattern Beauty, TPH by Taraji, and JVN:

Brand Name	EMV	Potency	EMV Retention	# of Creators	# of Posts	Impressions	Engagements
Redken	\$50.4M	\$11.2k	70.7%	4.5k	32.9k	902.6M	19.9M
K18 Hair	\$48.5M	\$13.6k	66.5%	3.6k	24.5k	658.4M	25.4M
Olaplex	\$43.6M	\$8.9k	55.3%	4.9k	20.0k	395.8M	17.9M
Cécred	\$28.6M	\$11.6k	21.6%	2.5k	7.4k	387.6M	27.6M
Kérastase	\$27.4M	\$11.4k	53.9%	2.4k	8.3k	656.7M	16.8M
Ouai	\$27.0M	\$7.5k	44.1%	3.6k	7.7k	305.9M	17.2M
Gisou (Haircare)	\$24.1M	\$8.9k	60.0%	2.7k	7.5k	197.6M	13.5M
Amika	\$23.4M	\$7.9k	47.3%	3.0k	8.8k	519.2M	14.9M
Wella	\$22.4M	\$12.3k	76.8%	1.8k	15.2k	258.3M	12.9M
Living Proof	\$22.1M	\$7.1k	36.1%	3.1k	6.6k	213.2M	12.4M
Schwarzkopf Professional	\$18.9M	\$11.7k	76.1%	1.6k	13.6k	157.2M	6.9M
Pattern Beauty	\$7.8M	\$7.2k	40.4%	1.1k	2.7k	68.5M	5.2M
TPH by Taraji	\$4.0M	\$5.0k	30.5%	811	1.5k	28.7M	1.8M
JVN Hair	\$2.0M	\$5.2k	35.4%	397	900	14.3M	665.2k

Though Cécred was not in the Top 10 for May 2024, when all of February-May is accounted for, Cécred fares well, thanks to its strong February 2024 performance. In fact, Cécred outperforms every May Top 10 brand in terms of engagement for the time period monitored.

Where Cécred could stand to improve compared to May’s Top 10 Haircare brands is in EMV Retention, which is the lowest on this list, even compared to the celebrity haircare brands that Cécred outpaced by EMV.

Top U.S. Haircare Brands in 2024 (So Far)

“I’m the Bar, Alien Superstar”

- ALIEN SUPERSTAR, Beyoncé

Top 10 US Haircare Brands

Jan 2024 - May 2024

Rank	Brand Name	EMV
1	Redken	\$64.5M
2	K18 Hair	\$59.6M
3	Olaplex	\$56.2M
4	Ouai	\$33.2M
5	Kérastase	\$33.1M
6	Gisou (Haircare)	\$29.7M
7	Living Proof	\$29.4M
8	Cécred	\$28.7M
9	Amika	\$28.3M
10	Wella	\$26.7M

The top 10 brands in the U.S. collectively averaged:

\$38.9M
EMV

3.6k
Creators

17.2k
Posts

\$10.8k
Potency

21.4M
Engagements






① Redken

-  **5.1k** creators
-  **72.5%** EMV retention
-  **\$12.7k** EMV per creator



② K18

-  **\$15.0k** EMV per creator
-  **30.3k** post volume
-  **31.5M** total engagements

In the U.S. the Top 10 Haircare brands focused on high engagement and consistent and frequent content, leveraging a large number of creators to maintain visibility and interaction.

They also used creators effectively, with some brands (like Cécred and Gisou) leveraging a smaller targeted group of creators to generate high engagement.

Finally, retention was at the forefront of these brands' strategies, helping them build EMV over time.

Top Europe Haircare Brands in 2024 (So Far)

“Who Runs the World?”

- Run the World (Girls), Beyoncé

Top 10 Europe Haircare Brands

Jan 2024 - May 2024

Rank	Brand Name	EMV
1	L'Oréal Paris (Haircare)	\$35.1M
2	Kérastase	\$32.7M
3	Garnier (Haircare)	\$25.2M
4	L'Oréal Professionnel	\$24.8M
5	Wella	\$24.0M
6	Redken	\$17.7M
7	Schwarzkopf	\$17.1M
8	Olaplex	\$15.0M
9	Color Wow	\$14.9M
10	Gisou (Haircare)	\$14.4M

Europe’s Top 10 boasted the following averages:

	US Top 10	Europe Top 10
EMV	\$38.9M	\$22.1M
Creators	3.6k	1.7k
Posts	17.2k	8.7k
Potency	\$10.8k	\$14.1k
Engagements	21.4M	10.1M

During the time period monitored, the U.S. Haircare market was 2.5x the size of the European Haircare Market by Earned Media Value.

Neither L’Oreal Paris nor L’Oréal Professionnel broke into the Top 10 of the U.S. Haircare leaderboard, despite L’Oréal Paris Haircare claiming the No. 1 spot on the Europe Haircare leaderboard.

Similarly, Cécred has not yet broken through the European market in a sustainable way, and was absent from the Top 10 during the time period monitored. Likewise, K18, which claimed the No. 2 spot in the U.S., was actually #17 in Europe.

What's Next for Haircare

“I Want Everyone to Feel Like This Tonight”

- Flawless, Beyoncé

Beyoncé is onto something: haircare is deeply personal. That's why it wasn't until April 2024 that Beyoncé shared her [natural hair](#)—the source of infinite scrutiny—with fans, adding her #CecredWashDay to “the archives.”

The Queen Bee isn't the only celeb on the block eyeing the haircare industry in 2024.

On June 4, 2024, Rihanna announced that she's launching Fenty Hair.

Fenty Hair rose to the top of the U.S. Haircare leaderboard in June 2024, bringing in a record-breaking \$24.6M EMV at launch. Fenty outperformed Cécred's launch performance by \$10.9M EMV, closing the month with 1.8x Cécred's \$13.7M EMV. The most astonishing feat from Fenty Hair was its 47.4M total engagements, which proved nearly 8x the No. 2 U.S. Haircare brand in June (Redken, 6.1M engagements), and nearly 3x Cécred's February 2024 engagements (17.7M).

Fenty Hair benefited from existing sister brands like Fenty Skin and Fenty Beauty, as well as platform features that enabled these brands to co-post. Relatedly, #FentyBeauty ranked as the No. 3 tag for Fenty Hair, drawing in \$2.1M EMV.



Image source // @fentyhair on Instagram



Image source // @fentyhair on Instagram

During Cécred's launch month, #Cecred was the brand's No. 2 tag, following #Beyonce. In contrast, #FentyHair (\$8.4M EMV) significantly outperformed #Rihanna (\$3.9M EMV), indicating Fenty Hair's success in establishing a brand greater than its star.

While Fenty Hair's mind-blowing June performance will likely be followed by a dip, a few factors provide a promising prognosis for the brand's future performance.

For example, 40% of Fenty Hair's June EMV was fueled by powerhouses, who formed 11% of Fenty Hair's creator community. The brand's community metrics are similar to Cécred's, however 40% is still closer to the industry baseline than Cécred's 50% powerhouse EMV contribution. Additionally, Fenty Hair benefits from the ability to build on the creator marketing

strategy of Rihanna's legacy beauty brands, rather than having to establish an always-on program from scratch. Finally, the entrance of both Beyoncé and Rihanna into the haircare space within four months of each other indicates untapped energy in the industry at large.

In 2024, it's likely that more celebs will want to take advantage of the growth opportunity that the haircare industry presents, especially given that celebrity beauty brands [enjoyed over \\$1B in sales in 2023](#).

There's more than enough room for all those who want to thrive in the haircare industry. As Gabrielle Union (who owns a celebrity haircare line) [stated](#) after an appearance at Cécred's launch party, "Our hair is Cécred," and taking care of it is a sacred pursuit.





The brands that succeed in haircare, both in 2024 and beyond, will focus on _____



Building

brand equity rather than relying on star equity



Retaining

creators to promote sustained EMV gains



Embarking

on new creator partnerships with valuable cohorts



Balanced

distribution of follower tiers among their creator community



Investing

in a hero product with the potential to build a cult following



Developing

an always-on strategy in tandem with one-off campaigns and product launches



Which brands are pushing the boundaries of creator marketing **in haircare and beyond?**

Check out our interactive Top Ten Leaderboard to explore the latest brand rankings in haircare and other industries—including apparel, cosmetics, streaming, and more. You can filter by region and sort by key metrics like EMV, community size, and creator potency.

**See who's leading the field in your
industry, **and how your brand stacks
up against the very best.****

[Explore the Top Ten Leaderboard](#)