

The Top 10

# Beauty Brands in Europe, U.K., and France

September 2023



The Top 10

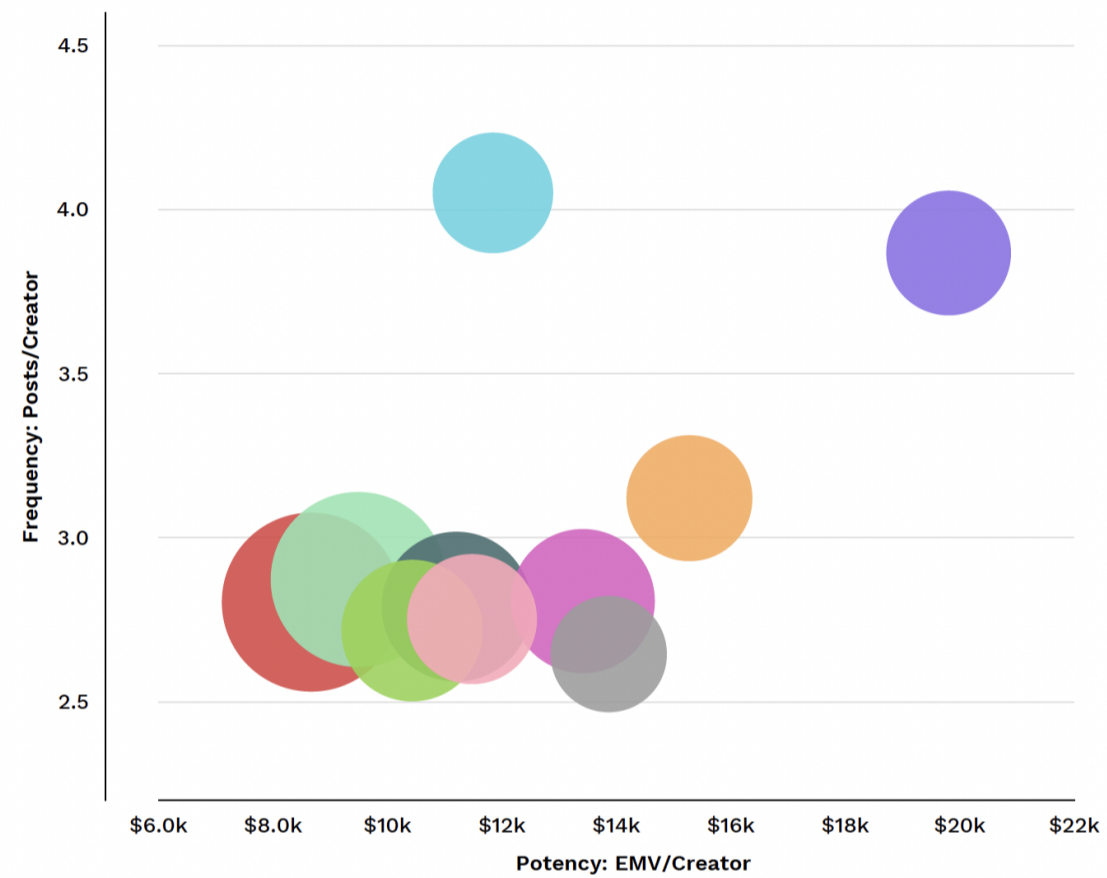
## Beauty Brands in Europe

Competitive Set	Total EMV	MoM	YoY
Armani (Beauty)	\$27,183,510	▲ 151%	▲ 66%
MAC	\$25,664,221	▲ 58%	▲ 43%
L'Oréal Paris	\$24,586,549	▲ 23%	▲ 55%
Charlotte Tilbury	\$24,516,597	▲ 5%	▲ 10%
YSL (Beauty)	\$22,145,253	▲ 86%	▲ 151%
Lancôme	\$21,396,485	▲ 103%	▲ 101%
Dior (Beauty)	\$18,466,098	▲ 39%	▲ 10%
NYX Professional Makeup	\$17,144,920	▲ 2%	▲ 24%
Maybelline	\$16,537,531	▼ 5%	▲ 98%
ghd	\$15,202,704	▲ 104%	▼ 8%

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# Community Metrics

Community Size, Frequency, and Potency for Europe Beauty Brands



Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
Armani (Beauty)	1,372	52%	3.9	57%	\$19.8k	65%
MAC	2,703	29%	2.9	15%	\$9.5k	23%
L'Oréal Paris	1,832	13%	2.8	7%	\$13.4k	9%
Charlotte Tilbury	2,826	4%	2.8	2%	\$8.7k	1%
YSL (Beauty)	1,975	51%	2.8	15%	\$11.2k	23%
Lancôme	1,400	31%	3.1	29%	\$15.3k	55%
Dior (Beauty)	1,769	23%	2.7	19%	\$10.4k	13%
NYX Professional Makeup	1,493	2%	2.8	14%	\$11.5k	0%
Maybelline	1,192	-5%	2.6	10%	\$13.9k	0%
ghd	1,283	26%	4.0	34%	\$11.8k	61%

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## Beauty Brands in U.K.

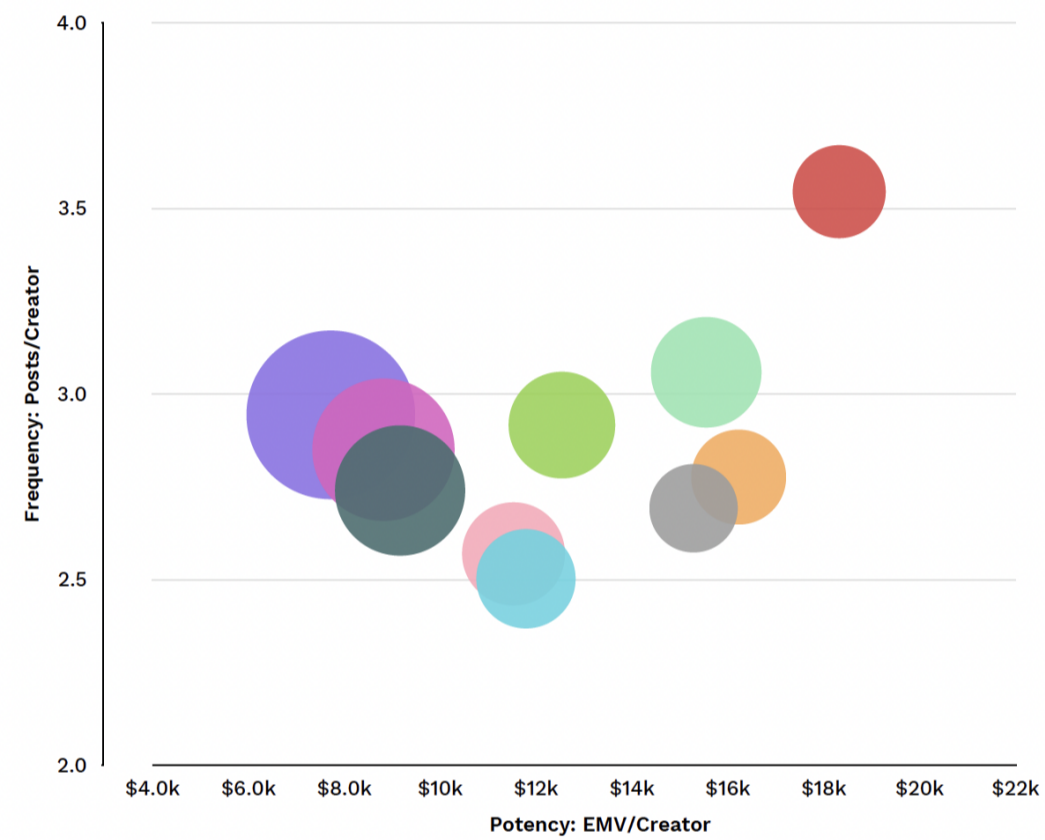
Competitive Set	Total EMV	MoM	YoY
Charlotte Tilbury	\$14,767,935	▼ 12%	▲ 25%
YSL (Beauty)	\$12,771,008	▲ 62%	▲ 238%
MAC	\$12,008,364	▲ 3%	▲ 49%
Armani (Beauty)	\$10,649,355	▲ 76%	▲ 136%
NARS	\$10,453,786	▲ 14%	▲ 2%
Maybelline	\$9,804,526	▼ 11%	▲ 220%
NYX Professional Makeup	\$9,584,145	▼ 11%	▲ 55%
L'Oréal Paris	\$8,201,902	▼ 29%	▲ 108%
Lancôme	\$8,012,515	▲ 15%	▲ 234%
Huda Beauty	\$7,796,795	▲ 27%	▲ 17%



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# Community Metrics

Community Size, Frequency, and Potency for Europe Beauty Brands



Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
Charlotte Tilbury	1,912	-3%	2.9	-1%	\$7.7k	-10%
YSL (Beauty)	821	35%	3.1	30%	\$15.6k	20%
MAC	1,361	8%	2.8	7%	\$8.8k	-4%
Armani (Beauty)	581	24%	3.5	56%	\$18.3k	42%
NARS	1,140	1%	2.7	8%	\$9.2k	14%
Maybelline	604	-16%	2.8	6%	\$16.2k	5%
NYX Professional Makeup	764	-5%	2.9	8%	\$12.5k	-7%
L'Oréal Paris	711	-20%	2.6	0%	\$11.5k	-12%
Lancôme	524	-4%	2.7	9%	\$15.3k	19%
Huda Beauty	661	13%	2.5	2%	\$11.8k	12%

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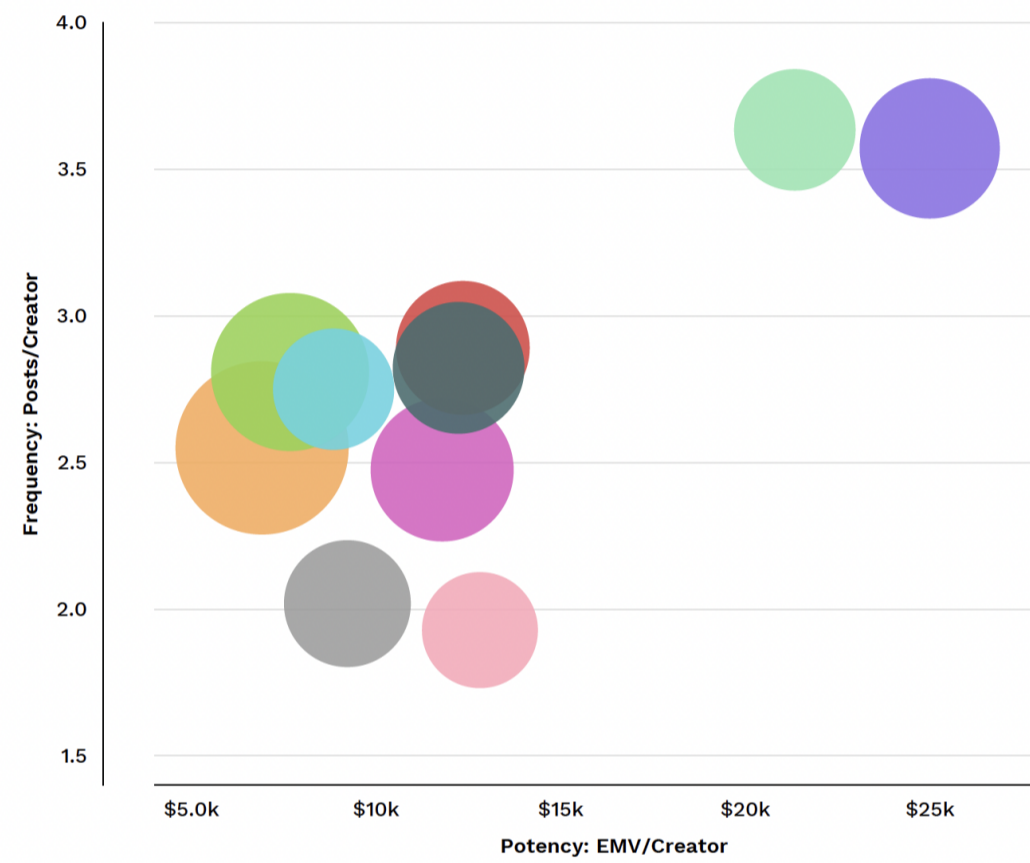
## Beauty Brands in France

Competitive Set	Total EMV	MoM	YoY
Lancôme	\$7,425,832	▲ 330%	▲ 150%
Armani (Beauty)	\$4,761,002	▲ 137%	▲ 81%
L'Oréal Paris	\$3,646,154	▲ 64%	▲ 66%
MAC	\$3,337,232	▲ 151%	▲ 13%
NYX Professional Makeup	\$3,208,213	▲ 44%	▼ 3%
YSL (Beauty)	\$3,136,195	▲ 91%	▲ 220%
Dior (Beauty)	\$2,895,785	▲ 91%	▲ 19%
Rare Beauty	\$2,602,958	▲ 22%	▲ 200%
Charlotte Tilbury	\$2,243,825	▼ 8%	▲ 3%
NARS	\$1,966,787	▲ 91%	▲ 258%

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# Community Metrics

Community Size, Frequency, and Potency for Europe Beauty Brands



Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
Lancôme	297	93%	3.6	51%	\$25.0k	123%
Armani (Beauty)	223	37%	3.6	34%	\$21.3k	73%
L'Oréal Paris	309	39%	2.5	3%	\$11.8k	19%
MAC	270	35%	2.9	55%	\$12.4k	86%
NYX Professional Makeup	262	9%	2.8	27%	\$12.2k	32%
YSL (Beauty)	453	100%	2.5	23%	\$6.9k	-5%
Dior (Beauty)	377	43%	2.8	39%	\$7.7k	34%
Rare Beauty	203	44%	1.9	2%	\$12.8k	-15%
Charlotte Tilbury	243	18%	2.0	0%	\$9.2k	-22%
NARS	222	164%	2.7	24%	\$8.9k	-28%



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# Brand Highlight

A Closer Look at Europe Beauty

**ARMANI**  
beauty

Across Europe, Armani Beauty stunned us with its massive 151% month-over-month gain, securing \$27.2M EMV. The brand served as the official beauty sponsor of the Venice International Film Festival, providing makeup services to guests. Armani Beauty took over the Hotel Excelsior with makeup counters and a beauty lounge, where the brand flourished despite uneven Hollywood attendance due to the ongoing actors' strike. At the festival, Armani spotlighted its cult-favorite Luminous Silk Foundation, which collected \$2.5M EMV via 193 creators. The associated event tag #Venezia80 contributed \$4.0M EMV via 156 creators, while #VeniceFilmFestival generated \$2.6M EMV. Popular attendees included "Euphoria" and "White Lotus" actress Sydney Sweeney (#SydneySweeney netted \$701.3k EMV), "Riverdale" star Camila Mendes (#CamilaMendes netted \$427.9k EMV), and "Stranger Things" actress Sadie Sink (#SadieSink netted \$355.1k EMV.) Additionally, "Queen Charlotte" star India Amarteifio (@india\_amarteifio on Instagram) accrued \$255.4k EMV via several waterfront glam photos. Finally, "Sex Education" actress Mimi Keene (@mimikeene3) emerged as one of the brand's top advocates, generating \$727.8k EMV via a mix of photoshoots and GRWM (get ready with me) posts.







Image Source: Unsplash










## What is EMV?

Earned Media Value, or EMV, quantifies 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

-  **Creators**
-  **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

### Community Metrics

#### Community Size

The total number of creators who authored content about a brand within a given time period.

#### Posting Frequency

The average number of posts authored per creator for a brand within a given time period.

#### Creator Potency

The average amount of EMV driven per creator for a brand within a given time period.

### Creator Tiers

#### Powerhouse Creator

Creators with over 1M followers on their primary channel.

#### Established Creator

Creators with 300k to 1M followers on their primary channel.

#### Mid-Tier Creator

Creators with 100k to 300k followers on their primary channel.

#### Micro-Creator

Creators with fewer than 100k followers on their primary channel.

### Others

#### Sponsored EMV

A post is labelled “sponsored” if it contains hashtags or language that denote a sponsorship, such as “#ad” or “#spon.”

#### Engagements

The total number of likes, comments, and shares that content about your brand received.

#### Reach

The total follower count of the creators who mentioned your brand.

#### Impressions

How many times content about your brand was viewed by your creator community’s followers.