



Q1 2024

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."

European Beauty Brands Kick Off New Year With Strategic Initiatives and Collaborations

As Q1 unfolded, Europe's beauty industry thrived thanks to new partnerships and innovative campaigns. In Germany, e.l.f.'s fresh collaborations and product launches showcased the significant impact of creator team-ups. In Italy, Huda Beauty harnessed the emerging ASMR trend to enhance brand engagement. Meanwhile, in Spain, Nivea's collaboration with Real Madrid tapped into the nation's soccer passion, boosting the brand's market presence. These initiatives across various countries not only boosted brand performance, but also highlighted the industry's adaptability to cultural and digital trends.

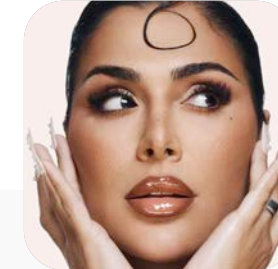
Germany



In Germany, e.l.f.'s Strategic Partnerships and New Launches Propel Quarterly Surge

e.l.f. experienced remarkable growth in Germany, achieving \$3.5M EMV with a 115% quarter-over-quarter increase. This surge was significantly propelled by a new collaboration with TikTok beauty creator Hayley Bui (hayleybui). Joining as a top-tier partner, Hayley became e.l.f.'s most impactful advocate, contributing \$423.5k EMV across nine mentions. She promoted several new launches during the quarter, most notably e.l.f.'s Glow Reviver Lip Oil. To sustain its impressive annual growth of 375% YoY, e.l.f. strategically expanded its lineup of top-tier creators. This new group of 23 creators, including Hayley, generated the most substantial EMV of any creator segment, totaling \$880.9k EMV.

Italy



In Italy, Huda Beauty's Embrace of ASMR Content Boosts Brand Engagement

Huda Beauty capitalized on the ASMR trend, with relevant content driving significant success and propelling the brand to \$4.6M EMV, an 87% QoQ increase. In addition to the recent announcement that founder Huda Kattan is resuming her role as CEO, the brand saw substantial benefits from the increasing popularity of ASMR beauty content. Hashtags like #ASMR, #ASMRMakeup, and #ASMRVideo emerged as among the top ten most impactful for Huda Beauty, collectively garnering \$998.9k EMV from 46 creators across 117 posts. Notably, Italian beauty influencer Adele Maina stood out as the brand's top ASMR contributor, generating \$310.7k EMV.

Spain



In Spain, Nivea's Partnership with Real Madrid Scores Big

Spain's passion for soccer significantly boosted Nivea, primarily through the brand's partnership with Real Madrid, the country's top football club. The collaboration's tagline, #PreparationIsEverything, became Nivea's second-most impactful hashtag, bringing in \$1.3M EMV from Real Madrid's official social media channels alone. These contributions made the club Nivea's most significant Q1 partner by far. French midfielder Aurélien Tchouaméni, a prominent figure in the campaign, also contributed to the brand's visibility, with #Tchouameni ranking among Nivea's top 15 hashtags. By the end of the quarter, Nivea reported a substantial \$6.7M EMV, marking a 161% QoQ growth.



UK
Beauty

Q1 2024

Top 10 Beauty Brands in the UK

Rank	Brand	Q1 2024 EMV	QoQ	YoY
1st → 0	Charlotte Tilbury	\$61,706,753	↑ 7%	↑ 4%
2nd ↑ 1	L'Oréal Paris	\$56,277,055	↑ 44%	↑ 96%
3rd ↑ 3	Huda Beauty	\$45,626,528	↑ 39%	↑ 67%
4th ↓ 2	NYX Professional Makeup	\$39,217,620	↓ -1%	↑ 47%
5th ↑ 3	YSL (Beauty)	\$37,537,824	↑ 29%	↑ 203%
6th ↓ 2	MAC	\$36,170,822	→ 0%	↓ -4%
7th ↑ 2	Maybelline	\$33,427,474	↑ 20%	↑ 84%
8th ↓ 3	NARS	\$32,597,763	↓ -7%	↓ -8%
9th ●	Fenty Beauty	\$28,776,323	↑ 23%	↑ 21%
10th ↓ 3	Dior (Beauty)	\$26,896,414	↓ -8%	↑ 3%

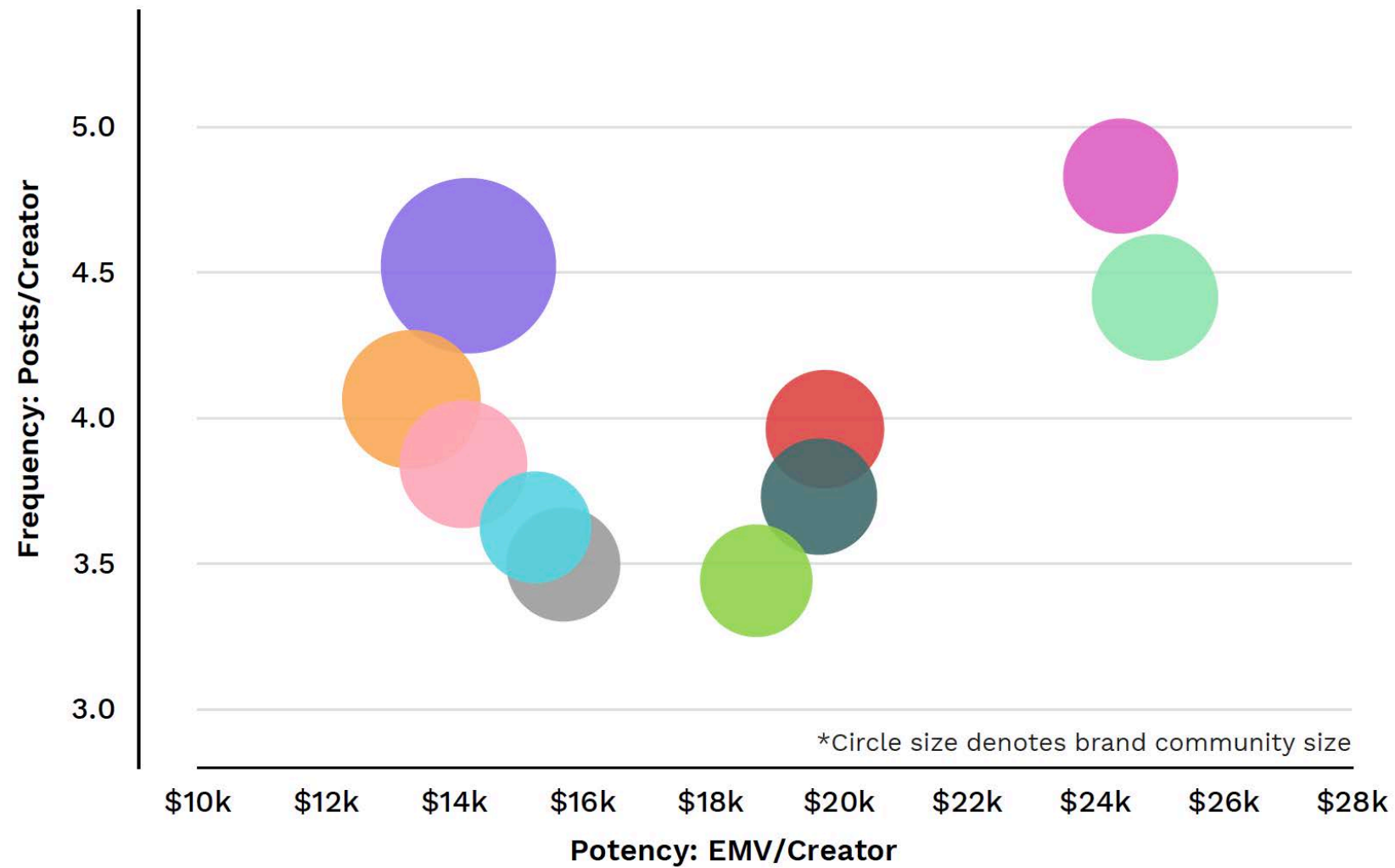
● This brand was not in the previous quarter's Top 10.



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	4,337	4.5	\$14,228
L'Oréal Paris	2,257	4.4	\$24,934
Huda Beauty	1,870	4.8	\$24,399
NYX Professional Makeup	1,982	4.0	\$19,787
YSL (Beauty)	1,906	3.7	\$19,695
MAC	2,712	4.1	\$13,337
Maybelline	1,786	3.4	\$18,716
NARS	2,304	3.8	\$14,148
Fenty Beauty	1,832	3.5	\$15,708
Dior (Beauty)	1,761	3.6	\$15,273



UK
Beauty

Brand Spotlights

A Closer Look at UK Beauty Brands



Garnier's Innovative Sun Skincare Spurs Spring Surge

As spring approached in the U.K., beauty creators highlighted their favorite sun protection-infused skincare products on social media. Garnier's Vitamin C Daily UV Brightening Fluid Glow SPF 50+ emerged as a standout, priced at £13. The hashtags #SPF and #VitaminC ranked among the brand's top five most impactful, contributing significantly to Garnier's \$22.2M EMV for the quarter, as these hashtags alone generated a collective \$4.7M. This product success and its associated creator partnerships reflect Garnier's dedication to expanding its quality skincare offerings. Consequently, Garnier netted a robust 83% QoQ increase, maintaining a strong YoY EMV growth of 279%.



Kiehl's #MakeItUltra Campaign Fuels Record Growth

In Q1, Kiehl's experienced significant growth in the U.K. thanks to its #MakeItUltra campaign. This initiative encouraged beauty creators to share their skincare routines featuring products like the Ultra Facial Moisturizer and Ultra Facial Cream. The campaign was highly effective, with #MakeItUltra generating \$789.7k EMV via just 14 mentions from 12 creators, ranking as the brand's fourth-most impactful for the quarter. Additionally, Kiehl's saw a 113% QoQ increase in creator potency, with each creator averaging \$13.2k EMV—nearly matching the \$14.1k average from U.K.'s beauty leader by EMV, Charlotte Tilbury. Overall, Kiehl's concluded the quarter with an impressive \$11.5M EMV, marking a 132% QoQ growth.



Max Factor's 2000 Calorie Lip Glaze Fuels Viral Success

Max Factor climbed the leaderboard this quarter, propelled by the viral success of its new 2000 Calorie Lip Glaze. This vegan-formulated lip gloss, praised for its lightweight and non-sticky texture, captured the attention of creators and beauty enthusiasts alike. The hashtags #2000CalorieLipGlaze, #LipGloss, and #LipGlaze became three of the brand's top-performing tags, together accounting for \$3.9M EMV, which represented 58% of Max Factor's \$6.7M EMV quarterly total. Sydney Purl, a prominent beauty TikToker, emerged as Max Factor's most impactful creator for the Lip Glaze, contributing \$157.1k EMV via just two posts featuring these hashtags.

Other Notable Brands



Juvia's Place

Potent Creator Community

\$29.3k EMV per Creator



Pantene

Growing Content Volume

409% QoQ Spike in Post Count



ILIA

Expanding Fanbase

82% QoQ Growth in Community



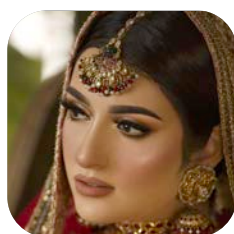


UK
Beauty

Creator Spotlights

A Closer Look at UK Beauty Creators

Notable Creators



Madiha Khan

@madihakhanmua on Instagram

Bridal Makeup Artist

Top Brands

NARS,
Anastasia Beverly Hills,
MAC



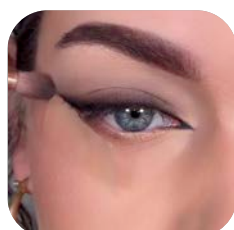
Anjeni Khusul

@anjenikhusul on TikTok

Beauty TikTok Star

Top Brands

MAC, Huda Beauty,
Charlotte Tilbury



Amy Johnston

@a.j_artistry on Instagram

Established Makeup Artist

Top Brands

NYX Professional Makeup,
Charlotte Tilbury,
Maybelline



Dove

@dove on Instagram

Clean Skincare Brand

Spring Skincare Surge Boosts UK Skincare

As Europe eagerly geared up for spring, skincare took center stage for the U.K. Beauty market, with new skincare products in high demand as people emerged from their winter hibernation. As a result, both Dove and Nivea thrived in Q1 2024, boasting particularly significant gains.

Dove enjoyed a successful quarter, growing by 115% QoQ and capturing \$3.1M EMV. A key factor in this remarkable growth was the February launch of the brand's #TheFaceOf10 campaign, which sounded an important note amid spring's greater skincare demand by promoting the protection of young girls from the pressure exerted by the skincare industry. Twenty-four U.K. beauty creators participated in the campaign, generating \$714.8k EMV across 30 posts. The initiative's most impactful participant was SFK creative giant Holly Murray (@hollymurraymakeup on Instagram), who inspired \$90.5k EMV for Dove.

Meanwhile, neck-and-neck with Dove, Nivea grew similarly by 112% QoQ to net \$3.1M EMV. While Nivea's community didn't grow dramatically (25% QoQ), the creators that Nivea did add to its cohort were particularly potent. New creators accounted for a notable \$2.3M EMV of Nivea's quarterly total, far outpacing the \$796.5k EMV generated by retained creators. Among its incoming community, micro-influencers proved to be Nivea's most impactful segment, with the skincare brand's 175 incoming creators generating \$1.1M EMV.

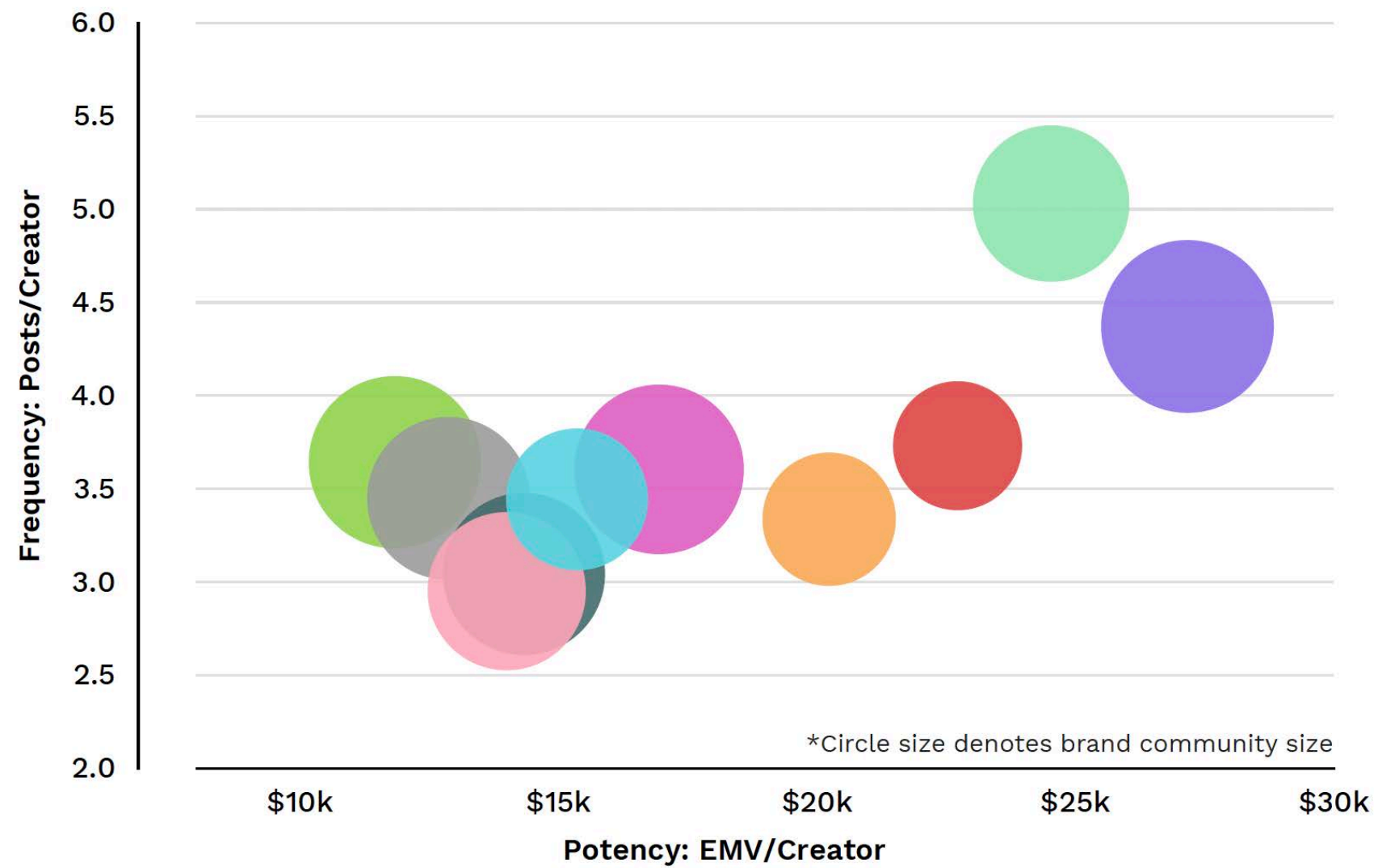
Top 10 Beauty Brands in France

Rank	Brand	Q1 2024 EMV	QoQ	YoY
1st → 0	L'Oréal Paris	\$24,352,666	↓ -1%	↑ 86%
2nd → 0	NYX Professional Makeup	\$18,038,395	↓ -15%	↑ 85%
3rd ↑ 2	YSL (Beauty)	\$14,635,167	↑ 26%	↑ 205%
4th → 0	Maybelline	\$11,366,272	↓ -7%	↑ 9%
5th ↑ 1	Charlotte Tilbury	\$11,304,020	↑ 7%	↓ -2%
6th ↑ 2	Huda Beauty	\$10,812,149	↑ 5%	↑ 119%
7th ↓ 4	Dior (Beauty)	\$10,555,639	↓ -19%	↑ 18%
8th ●	Rare Beauty	\$10,522,263	↑ 27%	↑ 38%
9th ↑ 1	MAC	\$10,256,732	↑ 5%	↑ 3%
10th ↓ 1	Lancôme	\$9,299,854	↓ -5%	↑ 31%

● 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	896	4.4	\$27,179
NYX Professional Makeup	735	5.0	\$24,542
YSL (Beauty)	863	3.6	\$16,958
Maybelline	500	3.7	\$22,733
Charlotte Tilbury	788	3.0	\$14,345
Huda Beauty	534	3.3	\$20,247
Dior (Beauty)	891	3.6	\$11,847
Rare Beauty	751	2.9	\$14,011
MAC	796	3.4	\$12,885
Lancôme	605	3.4	\$15,372



Tarte's Partnership with French Influencer Sparks Major Growth

Tarte is rapidly advancing towards the Top 10 Beauty brands in France, achieving a remarkable 103% QoQ growth and capturing \$7.0M EMV. This momentum was significantly fueled by a new Q1 partnership with Léna Mahfouf (@lenamahfouf on Instagram), a popular French beauty creator. Tarte sponsored a lavish trip for Léna and a squad of other creators to French Polynesia, which she extensively documented to her 4.5M Instagram followers through stories and posts. This exposure made Léna the brand's most impactful creator for the quarter, generating \$1.5M EMV from 22 mentions of Tarte. The campaign's associated hashtags, #TrippinWithTarte and #BoraBora, also performed exceptionally, collectively bringing in \$1.4M EMV.



Sol De Janeiro Focuses on Creator Retention

Sol De Janeiro's success in Q1 was primarily driven by its focused effort on retaining its existing community of content creators, rather than specific campaigns. This strategy paid off, with retained powerhouse creators generating \$2.8M EMV, a sizable portion of the brand's quarterly total. Prominent French beauty influencers Sanaa El Mahalli (@sananas2106 on Instagram) and Lea Elui (@leaelui) were instrumental, mentioning Sol De Janeiro 22 times collectively, which contributed \$537.3k EMV and positioned them as the brand's top two most impactful creators. Overall, Sol De Janeiro ended the quarter with \$4.6M EMV, marking a 138% QoQ increase and contributing to an impressive 855% YoY growth.



R.E.M. Beauty's Strategic Community Expansion Drives Strong Q1 Growth

In contrast to Sol De Janeiro's focus on retaining existing creators, R.E.M. Beauty's remarkable success in Q1 was largely due to the brand's emphasis on expanding its creator community. This strategic move resulted in a significant 239% QoQ increase, fueling \$3.4M EMV. R.E.M. Beauty's community expanded by 158% QoQ, growing to 1.2k creators, a figure that aligned with some of the most successful beauty brands in France, such as Huda Beauty (1.8k creators) and Fenty Beauty (1.5k creators). This new cohort of creators was pivotal, contributing \$1.7M EMV, with established-tier creators accounting for \$556.1k EMV of this total.

Other Notable Brands



Gisou

High-Growth Beauty Brand

121% QoQ EMV Growth



Glow Recipe

Expanding Creator Community

118% QoQ Network Expansion

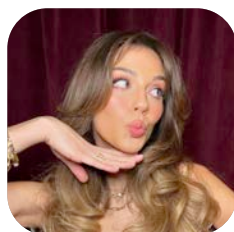


Kenzo

Brand to Watch

454% QoQ EMV Growth

Notable Creators



Esra Lilah

@lilyslilah on TikTok

Rising TikTok Star

Top Brands

Charlotte Tilbury, Benefit, Maybelline



Yeux Ebenes

@yeux.ebenes on Instagram

Established Beauty Guru

Top Brands

L'Oréal Paris, CeraVe, Erborian



Mia Challiner

@mia_challiner on Instagram

Viral Lifestyle Creator

Top Brands

L'Oréal Paris, Elemis, ghd



Haus Labs

@hauslabs on Instagram

Celebrity-Founded Beauty Brand

French Beauty Market Embraces Celebrity-Founded Brands

The French beauty industry, while deeply rooted in supporting domestic brands, also showed a growing fascination with celebrity-founded labels in Q1 2024. Among these, Haus Labs by Lady Gaga and KVD Beauty by Kat Von D captured significant attention and market share. Haus Labs experienced explosive growth this quarter, with a 366% QoQ EMV increase, totaling \$2.3M. This remarkable momentum was also reflected in a 604% YoY surge, demonstrating the brand's increasing influence. Engagement around Haus Labs was significantly driven by the brand's 210 content creators, which proved a staggering 740% QoQ increase. This cohort collectively posted 692 times, a 660% rise QoQ. Despite a 44% QoQ decline in EMV per creator, the community's overall impact was substantial, aided by an estimated 18.5M Impressions and a Reach of nearly 75.0M.

KVD Beauty also saw substantial growth, with its EMV reaching \$4.4M, a 64% QoQ increase. While the brand's community shrunk slightly YoY, each of its 159 creators had a profound influence, averaging \$27.7k EMV each, up 74% QoQ. The brand's posts declined in volume but not effectiveness, with total Engagement climbing by 111% QoQ.

Both Haus Labs and KVD Beauty illustrate a shift in the French market towards celebrity-driven brands—which, despite their foreign origins, are increasingly resonating with French consumers. This trend reflects a broader global influence on local beauty preferences, merging a traditional love for homegrown products with the glamor and appeal of global celebrity culture.

Top 10 Beauty Brands in Australia

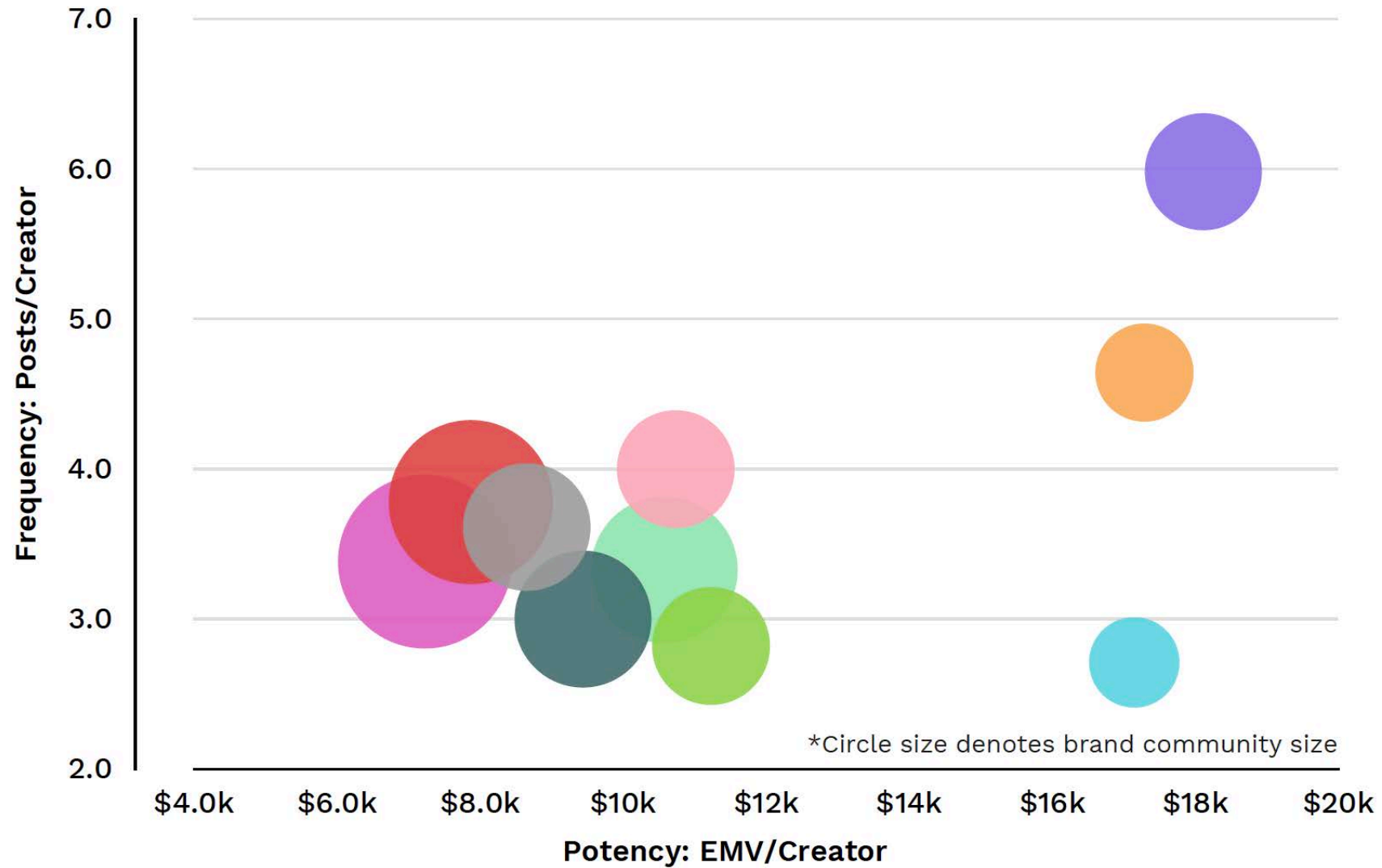
Rank	Brand	Q1 2024 EMV	QoQ	YoY
1st → 0	ghd	\$7,284,482	↓ -17%	↓ -8%
2nd ↑ 4	Rare Beauty	\$6,689,642	↑ 61%	↑ 19%
3rd → 0	Charlotte Tilbury	\$6,426,027	↓ -12%	↓ -8%
4th → 0	MAC	\$6,231,868	↓ -14%	↓ -7%
5th ↓ 3	Dior (Beauty)	\$5,195,743	↓ -33%	↑ 1%
6th ●	Lancôme	\$4,895,028	↑ 176%	↑ 253%
7th ●	Maybelline	\$4,584,728	↑ 29%	↑ 25%
8th → 0	YSL (Beauty)	\$4,372,770	↑ 12%	↑ 212%
9th ●	Benefit	\$4,131,500	↑ 42%	↑ 2%
10th ●	Bondi Sands	\$4,117,229	↑ 272%	↑ 72%

● 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	402	6.0	\$18,121
Rare Beauty	632	3.3	\$10,585
Charlotte Tilbury	888	3.4	\$7,237
MAC	791	3.8	\$7,878
Dior (Beauty)	550	3.0	\$9,447
Lancôme	283	4.6	\$17,297
Maybelline	408	2.8	\$11,237
YSL (Beauty)	407	4.0	\$10,744
Benefit	477	3.6	\$8,661
Bondi Sands	240	2.7	\$17,155

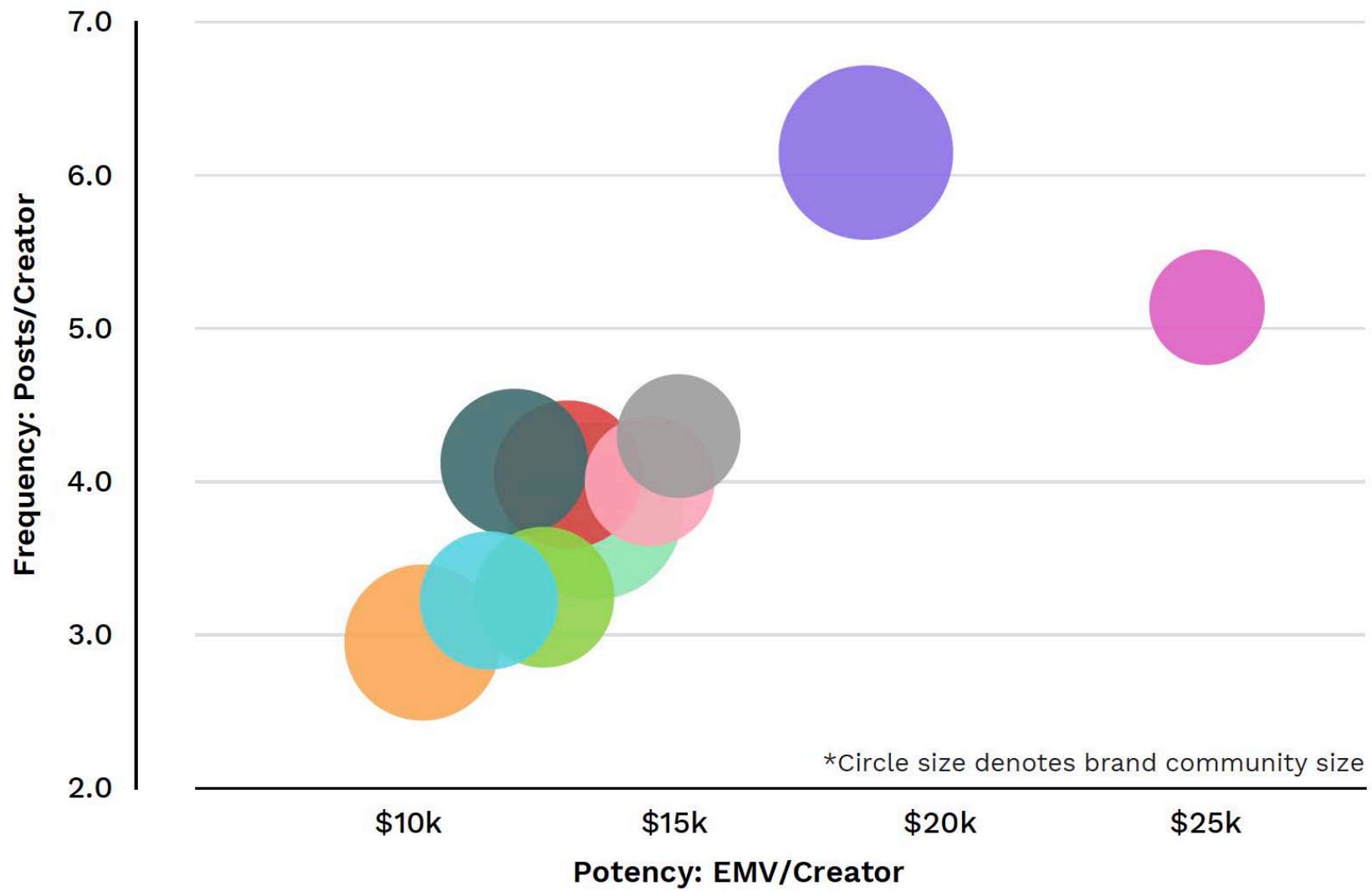
Top 10 Beauty Brands in Canada

Rank	Brand	Q1 2024 EMV	QoQ	YoY
1st → 0	MAC	\$21,984,530 	 9%	 50%
2nd → 0	Charlotte Tilbury	\$16,513,266 	 1%	 -7%
3rd  7	Huda Beauty	\$12,918,000 	 45%	 67%
4th  1	Rare Beauty	\$11,047,660 	 -8%	 -42%
5th  1	Dior (Beauty)	\$10,151,459 	 -2%	 10%
6th 	L'Oréal Paris	\$9,705,512 	 99%	 3%
7th  2	Fenty Beauty	\$9,643,178 	 -6%	 -7%
8th 	Benefit	\$9,484,645 	 19%	 1%
9th  3	Anastasia Beverly Hills	\$8,949,104 	 -12%	 5%
10th  1	NARS	\$8,549,646 	 -5%	 -3%

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




















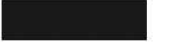


















Top 10: Community Metrics

Community Size, Frequency, and Potency for Canada Beauty



Brands	No. of Creators	Posts per Creator	EMV per Creator
MAC	1,181	6.1	\$18,615
Charlotte Tilbury	1,223	3.8	\$13,502
Huda Beauty	516	5.1	\$25,035
Rare Beauty	849	4.0	\$13,013
Dior (Beauty)	846	4.1	\$11,999
L'Oréal Paris	945	2.9	\$10,270
Fenty Beauty	768	3.2	\$12,556
Benefit	652	4.0	\$14,547
Anastasia Beverly Hills	593	4.3	\$15,091
NARS	742	3.2	\$11,522

Top 10 Beauty Brands in Germany

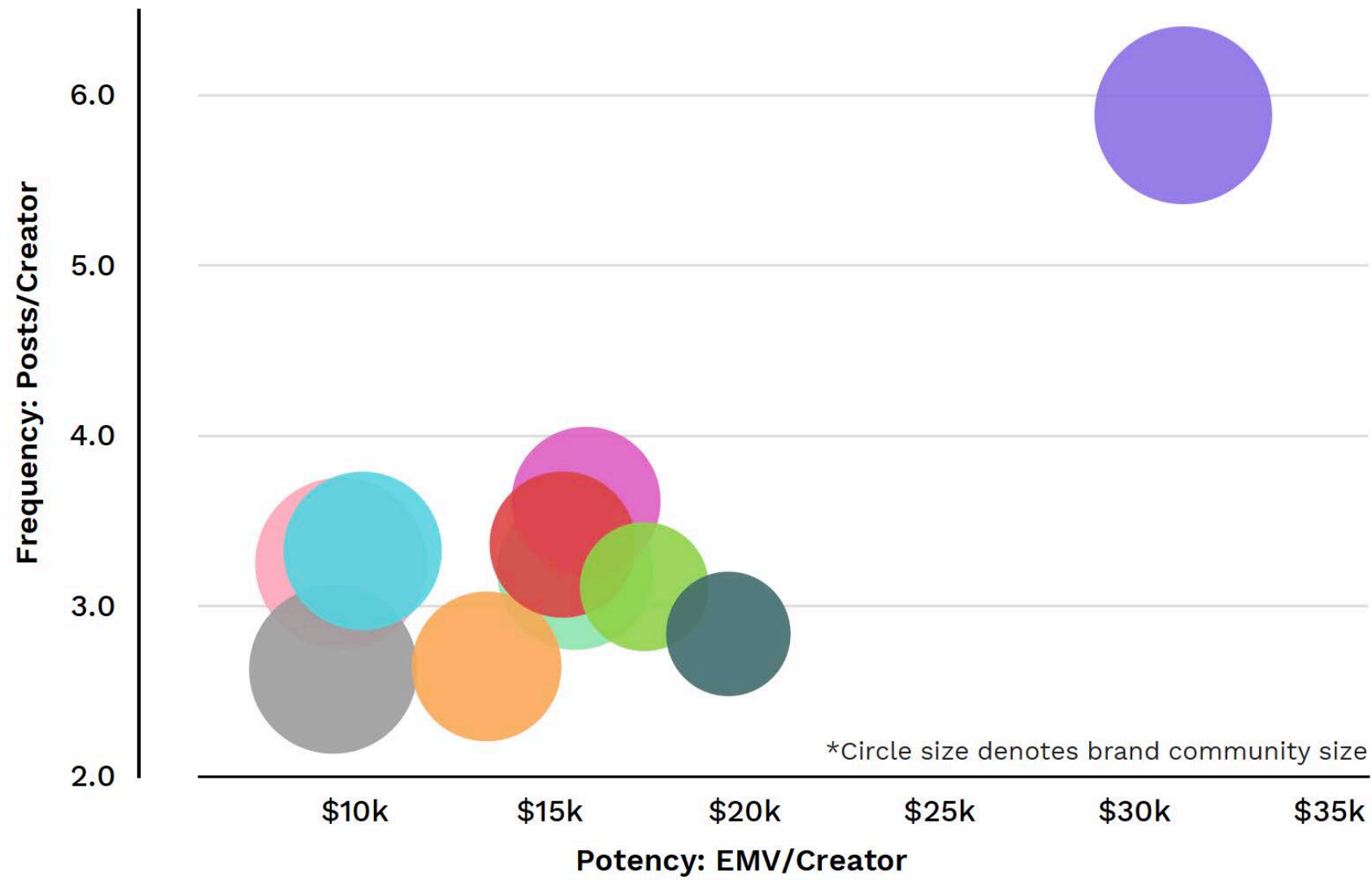
Rank	Brand	Q1 2024 EMV	QoQ	YoY
1st → 0	L'Oréal Paris	\$21,949,865 	 6%	 104%
2nd → 0	Dior (Beauty)	\$8,525,511 	 -37%	 -8%
3rd  7	Essence Cosmetics	\$7,877,856 	 38%	 60%
4th  1	NYX Professional Makeup	\$7,289,716 	 11%	 31%
5th  3	Garnier	\$6,741,805 	 13%	 93%
6th  3	Maybelline	\$6,671,504 	 -22%	 41%
7th 	Armani (Beauty)	\$6,436,953 	 30%	 54%
8th 	MAC	\$6,340,042 	 37%	 2%
9th  5	Charlotte Tilbury	\$5,961,690 	 -14%	 -31%
10th 	Catrice	\$5,700,136 	 10%	 23%

 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	702	5.9	\$31,268
Dior (Beauty)	544	3.2	\$15,672
Essence Cosmetics	494	3.6	\$15,947
NYX Professional Makeup	475	3.4	\$15,347
Garnier	344	2.8	\$19,598
Maybelline	498	2.6	\$13,397
Armani (Beauty)	369	3.1	\$17,444
MAC	656	3.2	\$9,665
Charlotte Tilbury	630	2.6	\$9,463
Catrice	558	3.3	\$10,215



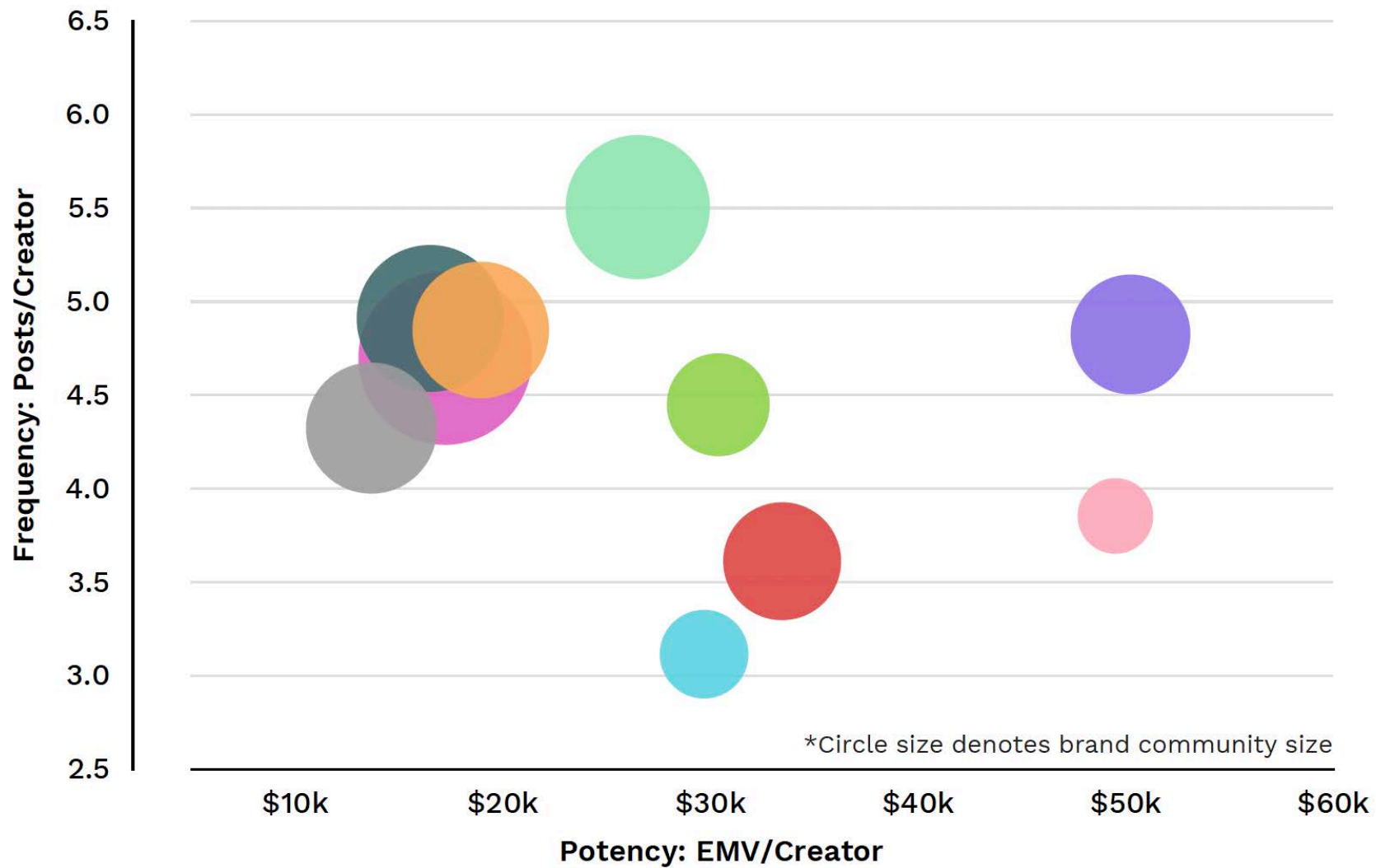
Top 10 Beauty Brands in Gulf Countries

Rank	Brand	Q1 2024 EMV	QoQ	YoY
1st → 0	SHEGLAM	\$15,026,383	↘ -4%	↗ 98%
2nd ↗ 3	Benefit	\$11,512,592	↗ 182%	↘ -5%
3rd ↘ 1	Charlotte Tilbury	\$10,829,543	↗ 89%	↗ 113%
4th ↗ 6	NYX Professional Makeup	\$9,708,447	↗ 321%	↗ 271%
5th ↘ 1	Huda Beauty	\$7,453,550	↗ 82%	↗ 79%
6th ↗ 1	Dior (Beauty)	\$7,376,618	↗ 137%	↘ -13%
7th ●	YSL (Beauty)	\$6,718,814	↗ 311%	↗ 1,101%
8th ●	Garnier	\$5,893,990	↗ 1,474%	↗ 26%
9th ↘ 6	Make Up For Ever	\$4,903,940	↗ 6%	↗ 5%
10th ●	Maybelline	\$4,873,743	↗ 388%	↗ 5%

● 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	299	4.8	\$50,255
Benefit	434	5.5	\$26,527
Charlotte Tilbury	628	4.7	\$17,244
NYX Professional Makeup	290	3.6	\$33,477
Huda Beauty	451	4.9	\$16,527
Dior (Beauty)	389	4.8	\$18,963
YSL (Beauty)	221	4.4	\$30,402
Garnier	119	3.8	\$49,529
Make Up For Ever	358	4.3	\$13,698
Maybelline	164	3.1	\$29,718

Top 10 Beauty Brands in Italy

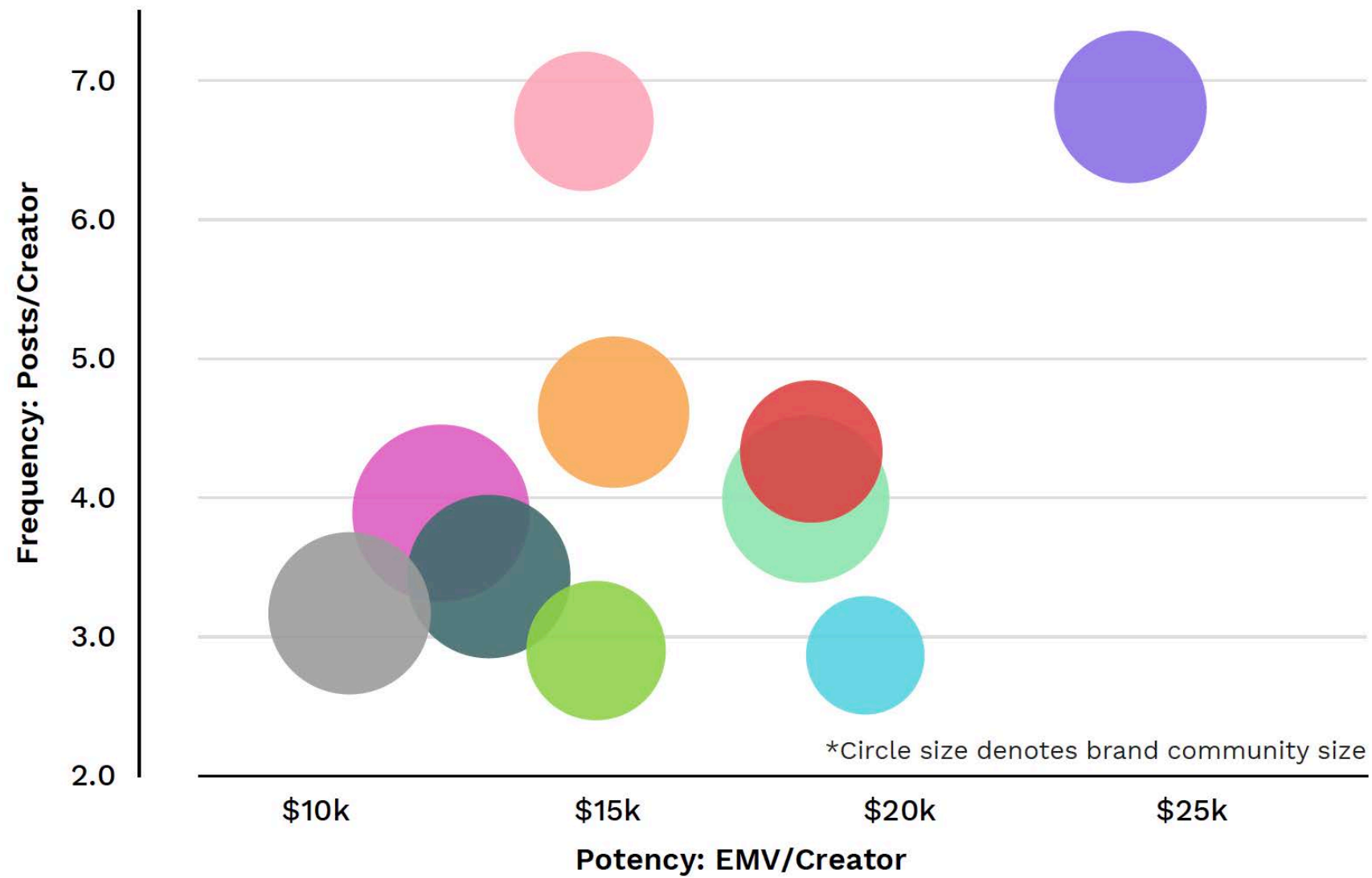
Rank	Brand	Q1 2024 EMV	QoQ	YoY
1st  1	ghd	\$12,410,957 	 22%	 -30%
2nd  1	L'Oréal Paris	\$11,462,942 	 12%	 49%
3rd  1	MAC	\$8,519,180 	 3%	 -12%
4th  3	SHEGLAM	\$8,359,357 	 -23%	 82%
5th → 0	Charlotte Tilbury	\$7,729,954 	 9%	 15%
6th  3	NYX Professional Makeup	\$7,720,045 	 46%	 43%
7th  3	Clinique	\$6,411,952 	 22%	 202%
8th  1	Yepoda	\$6,321,902 	 -1%	 24%
9th  3	Dior (Beauty)	\$6,214,366 	 -9%	 57%
10th 	Garnier	\$6,078,251 	 63%	 112%

 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
ghd	518	6.8	\$23,959
L'Oréal Paris	623	4.0	\$18,400
MAC	701	3.9	\$12,153
SHEGLAM	452	4.3	\$18,494
Charlotte Tilbury	596	3.4	\$12,970
NYX Professional Makeup	511	4.6	\$15,108
Clinique	433	2.9	\$14,808
Yepoda	433	6.7	\$14,600
Dior (Beauty)	587	3.2	\$10,587
Garnier	313	2.9	\$19,419

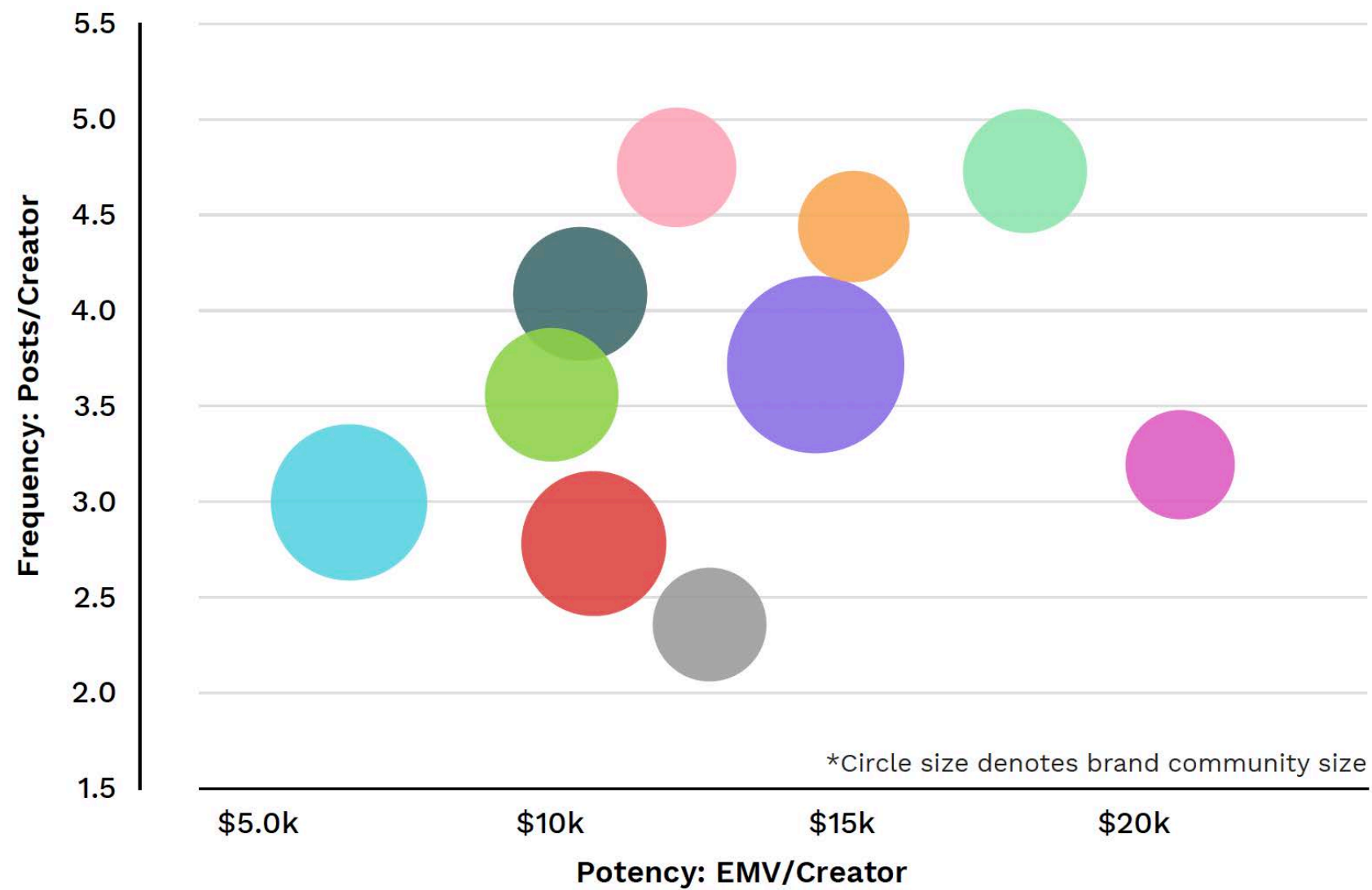
Top 10 Beauty Brands in Japan

Rank	Brand	Q1 2024 EMV	QoQ	YoY
1st → 0	Dior (Beauty)	\$8,749,021	↘ -16%	↘ -41%
2nd ↗ 2	CANMAKE Tokyo	\$5,334,121	↗ 35%	↘ -12%
3rd → 0	YSL (Beauty)	\$4,742,527	↗ 4%	↘ -32%
4th ↗ 4	Rom&nd	\$4,324,902	↗ 36%	↗ 33%
5th ↗ 2	Decorté	\$3,610,153	↗ 9%	↘ -11%
6th ●	Cezanne	\$3,604,772	↗ 32%	↘ -2%
7th ↗ 2	Kate Tokyo	\$3,422,562	↗ 11%	↗ 8%
8th ↘ 6	Jill Stuart (Beauty)	\$3,323,907	↘ -29%	↘ -31%
9th ●	Maybelline	\$3,147,027	↗ 86%	↗ 37%
10th → 0	Chanel (Beauty)	\$3,066,481	↗ 2%	↗ 1%

● 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)	601	3.7	\$14,557
CANMAKE Tokyo	294	4.7	\$18,143
YSL (Beauty)	228	3.2	\$20,801
Rom&nd	402	2.8	\$10,758
Decorté	343	4.1	\$10,525
Cezanne	237	4.4	\$15,210
Kate Tokyo	341	3.6	\$10,037
Jill Stuart (Beauty)	273	4.7	\$12,175
Maybelline	247	2.4	\$12,741
Chanel (Beauty)	467	3.0	\$6,566

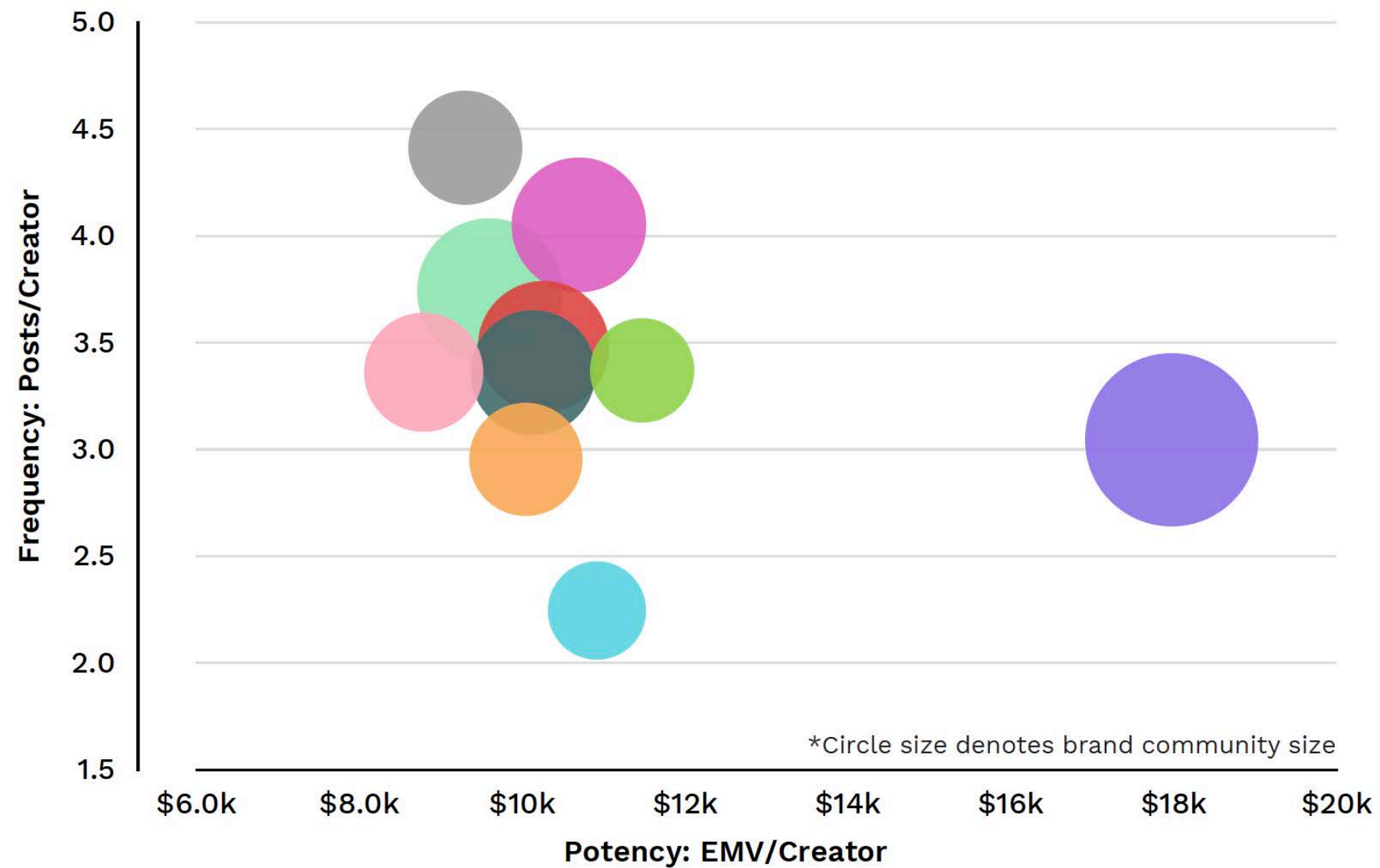
Top 10 Beauty Brands in Korea

Rank	Brand	Q1 2024 EMV	QoQ	YoY
1st → 0	Dior (Beauty)	\$19,005,879	82%	36%
2nd ↑ 1	MAC	\$7,138,249	3%	58%
3rd ↑ 1	Clio	\$6,839,034	5%	-4%
4th ↓ 2	Chanel (Beauty)	\$6,242,944	-13%	-34%
5th → 0	YSL (Beauty)	\$5,566,733	10%	-23%
6th ↑ 1	Peripera	\$4,533,530	13%	-12%
7th ↑ 2	Etude House	\$4,396,478	22%	25%
8th ↓ 2	eSpor	\$4,389,575	8%	-3%
9th ●	WAKEMAKE	\$4,263,316	27%	1%
10th ●	Too Cool For School	\$3,714,336	137%	24%

● 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)	1,057	3.0	\$17,981
MAC	743	3.7	\$9,607
Clio	639	4.0	\$10,703
Chanel (Beauty)	608	3.5	\$10,268
YSL (Beauty)	549	3.4	\$10,140
Peripera	451	2.9	\$10,052
Etude House	383	3.4	\$11,479
eSpor	499	3.4	\$8,797
WAKEMAKE	458	4.4	\$9,309
Too Cool For School	340	2.2	\$10,925



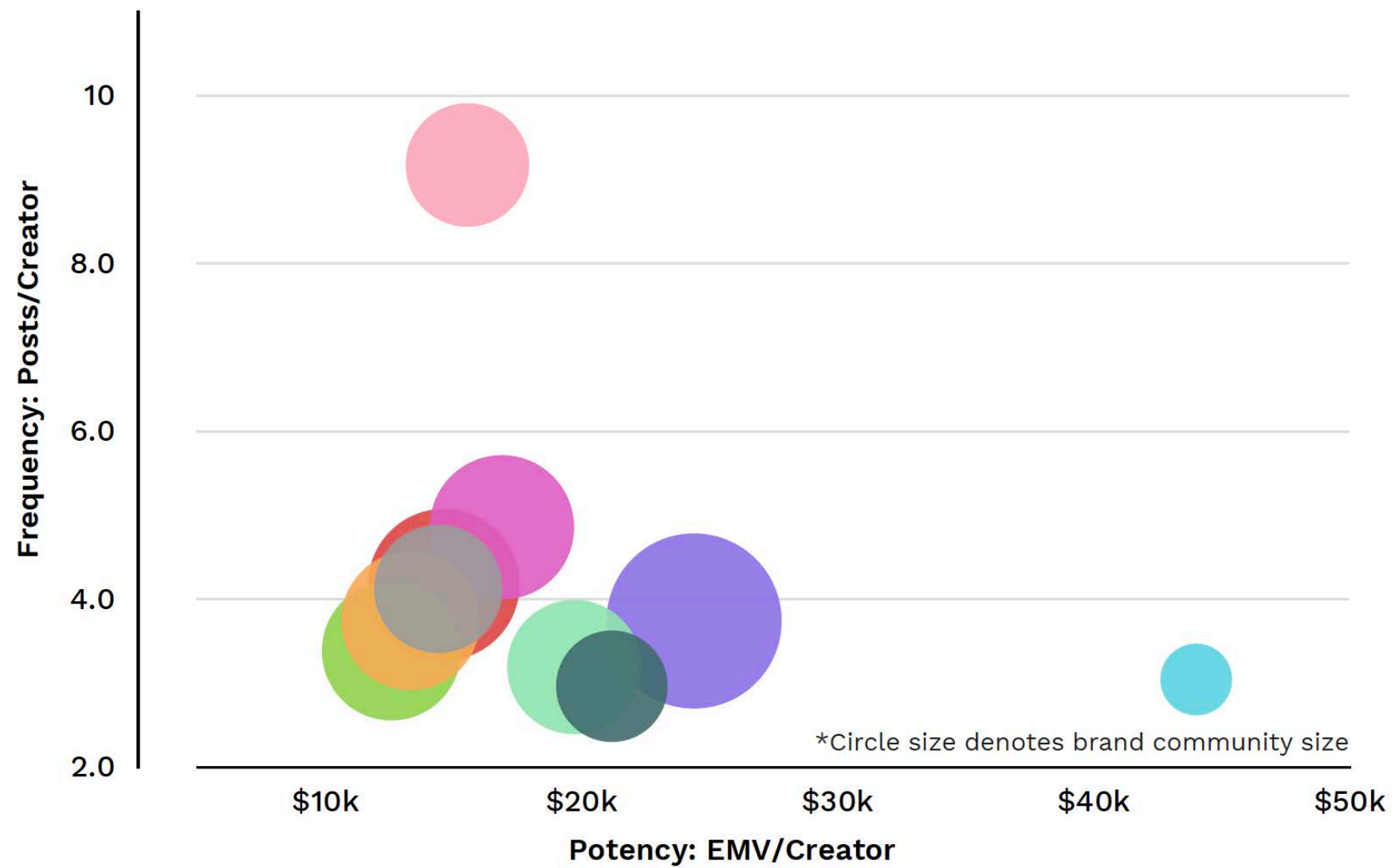
Top 10 Beauty Brands in Spain

Rank	Brand	Q1 2024 EMV	QoQ	YoY
1st → 0	L'Oréal Paris	\$22,492,986	↗ 35%	↗ 36%
2nd ↗ 2	Maybelline	\$10,681,813	→ 0%	↗ 15%
3rd ↗ 2	Dior (Beauty)	\$10,591,350	↗ 3%	↗ 10%
4th ↗ 2	MAC	\$10,094,312	↗ 8%	↗ 22%
5th ↗ 5	Garnier	\$7,911,777	↗ 11%	↗ 52%
6th ↘ 3	YSL (Beauty)	\$7,732,469	↘ -29%	↗ 1%
7th ●	Charlotte Tilbury	\$7,322,547	↗ 11%	↗ 30%
8th ↘ 6	ghd	\$7,131,696	↘ -52%	↘ -30%
9th ↘ 2	Lancôme	\$7,116,362	↘ -24%	↘ -5%
10th ●	Nivea	\$6,780,791	↗ 165%	↗ 92%

● 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	921	3.7	\$24,422
Maybelline	541	3.2	\$19,745
Dior (Beauty)	626	4.8	\$16,919
MAC	689	4.2	\$14,651
Garnier	373	3.0	\$21,211
YSL (Beauty)	579	3.7	\$13,355
Charlotte Tilbury	581	3.4	\$12,603
ghd	458	9.2	\$15,571
Lancôme	493	4.1	\$14,435
Nivea	154	3.0	\$44,031



US
Beauty

Q1 2024

Top 10 Beauty Brands in the US

Rank	Brand	Q1 2024 EMV	QoQ	YoY
1st → 0	Charlotte Tilbury	\$148,749,875	↑ 18%	↓ -1%
2nd ↑ 1	Rare Beauty	\$125,905,125	↑ 6%	↓ -26%
3rd ↑ 3	E.L.F.	\$123,332,603	↑ 21%	↑ 20%
4th ↑ 1	MAC	\$122,027,724	↑ 12%	↑ 19%
5th ↑ 3	YSL (Beauty)	\$119,551,637	↑ 30%	↑ 167%
6th ↑ 1	Fenty Beauty	\$117,369,751	↑ 22%	↓ -2%
7th ●	Huda Beauty	\$112,831,517	↑ 36%	↑ 69%
8th ↓ 6	NYX Professional Makeup	\$111,630,174	↓ -10%	→ 0%
9th ↑ 1	L'Oréal Paris	\$111,447,987	↑ 30%	↑ 25%
10th ↓ 6	Dior (Beauty)	\$105,977,166	↓ -3%	↑ 1%

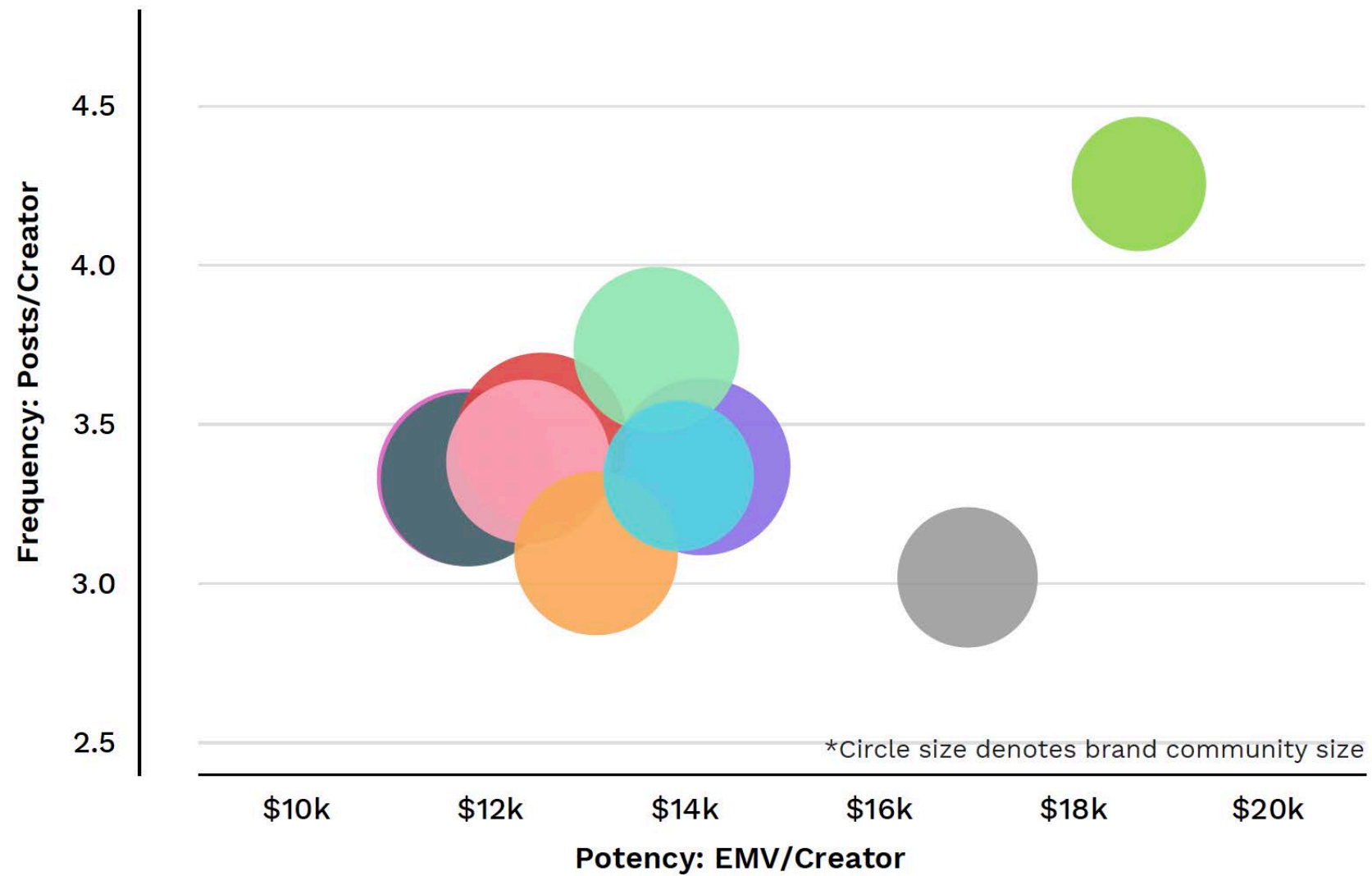
● This brand was not in the previous quarter's Top 10.



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	10,490	3.4	\$14,180
Rare Beauty	9,183	3.7	\$13,711
E.L.F.	10,500	3.3	\$11,746
MAC	9,739	3.5	\$12,530
YSL (Beauty)	10,155	3.3	\$11,773
Fenty Beauty	8,966	3.1	\$13,091
Huda Beauty	6,041	4.3	\$18,678
NYX Professional Makeup	9,008	3.4	\$12,392
L'Oréal Paris	6,589	3.0	\$16,914
Dior (Beauty)	7,603	3.3	\$13,939