



10 Beauty Brands Winning on TikTok

Data from Spate shows these brands are seeing the greatest increases in organic views growth on videos that mention them. **BY NOOR LOBAD**

On TikTok, two things can always be true at once.

In this particular instance, late hairstylist Umberto Giannini's 27-year-old eponymous hair care line and Louis Vuitton's yet-to-be-released makeup foray are both surging in TikTok buzz at the same time.

According to data from Spate, which tracked the top 10 beauty brands by year-over-year growth in views of organic – or unsponsored – TikTok videos mentioning each brand, La Beauté Louis Vuitton ranks third, while Umberto Giannini takes the ninth spot.

The top brand by the metric, exceeding 38,000 percent year-over-year growth, is Frilliance by Fiona Frills, a Gen Alpha-focused makeup and skin care brand launched in 2017 by influencer Fiona Frills at the age of 13. The brand, best known for its cream

blushes and lip glosses priced under \$20, sells at Walmart and “thrives through its alignment with teen communities like Glow House,” said Mathilde Riba, market insights analyst at Spate.

With 2.4 million followers on TikTok, Glow House (@realglowhouse) is a content house – not so different in structure from Hype House, the early-pandemic content house which propelled members like Charli D'Amelio and Addison Rae to fame. It launched this year and is composed of 10-plus teen girl members who create collaborative lifestyle and beauty content.

Also doing well by organic views growth is EcoLchi Pro, which Riba attributes in part to effective before-and-after videos spotlighting offerings like its reparative hair mask, which retails for \$27 on Amazon. Hair bundles brand Hair so Fab, which offers wigs and bundles beginning at \$85, ranks in

fifth place by the metric.

Niche fragrance brand D'Annam, which offers scents inspired by Japanese and Vietnamese cultures including its White Rice and Matcha Soft Serve Eau de Parfum retailing for \$160 each, is also on the up, while in K-beauty, Parnell is rising. The brand is best known for its cushion foundation, which on the r/AsianBeauty Reddit thread is described by many as a lighter-coverage alternative to TirTir's viral cushion foundation.

“Brands demonstrating strong year-over-year growth driven primarily by organic views are succeeding by leaning into authenticity, sensory satisfaction and cultural or celebrity relevance,” said Riba, adding that skin care brand Sonsie succeeds by leveraging the no-makeup-makeup ethos of its celebrity founder, Pamela Anderson.





The top 10 beauty brands by year-over-year growth in primarily organic views of TikTok content mentioning them, per Spate.					
1		Fria Frills YoY views growth: +38,167 percent Average weekly views (past 4 weeks): 225,000 Paid views share: 0.4 percent	6		Purely Radiant Beauty YoY views growth: 1,627 percent Average weekly views: 1.4 million Paid views: 2.6 percent
2		EcoLchi Pro YoY views growth: 8,421 percent Average weekly views: 17.6 million Paid views: 0 percent	7		D'Annam YoY views growth: 1,331 percent Average weekly views: 107,900 Paid views: 0 percent
3		La Beauté Louis Vuitton YoY views growth: 5,177 percent Average weekly views: 1 million Paid views: 1.9 percent	8		Sonsie YoY views growth: 1,018 percent Average weekly views: 79,400 Paid views: 0.3 percent
4		Manucurist YoY views growth: 3,768 percent Average weekly views: 71,100 Paid views: 0.1 percent	9		Umberto Giannini YoY views growth: 768 percent Average weekly views: 356,400 Paid views: 1.5 percent
5		Hair so Fab YoY views growth: 1,993 percent Average weekly views: 113,500 Paid views: 1 percent	10		Purnell YoY views growth: 732.5 percent Average weekly views: 447,000 Paid views: 4.7 percent

