The Top 10

Cosmetics Brands in the U.S.

September 2023

CreatorIQ

The Top 10

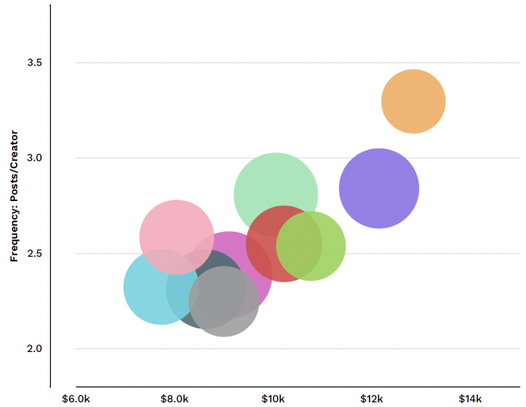
Cosmetics Brands in the U.S.

Competitive Set	Total EMV	MoM	YoY
Rare Beauty	$41,553,102	▼ 5%	▲ 71%
MAC	$38,132,891	▲ 14%	▲ 45%
Charlotte Tilbury	$36,403,410	▼ 1%	▲ 11%
NYX Professional Makeup	$31,763,066	▲ 7%	▲ 8%
Fenty Beauty	$29,136,596	▼ 3%	▼ 2%
ColourPop	$28,323,018	▼ 7%	▼ 24%
Dior (Cosmetics)	$27,802,468	▲ 24%	▲ 5%
Benefit	$23,975,896	▼ 25%	▲ 11%
NARS	$23,957,653	▼ 0%	▲ 9%
Saint Laurent (YSL) (Cosmetics)	$23,478,948	▲ 22%	▲ 169%

The Top 10

Community Metrics

Community Size, Frequency, and Potency for U.S. Cosmetics Brands



Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
Rare Beauty	3,419	0%	2.8	-1%	$12.2k	-6%
MAC	3,790	7%	2.8	16%	$10.1k	6%
Charlotte Tilbury	3,997	3%	2.4	-1%	$9.1k	-4%
NYX Professional Makeup	3,106	1%	2.5	4%	$10.2k	7%
Fenty Beauty	3,373	1%	2.3	2%	$8.6k	-5%
ColourPop	2,204	5%	3.3	1%	$12.9k	-12%
Dior (Cosmetics)	2,581	4%	2.5	13%	$10.8k	20%
Benefit	2,979	-17%	2.6	-7%	$8.0k	-10%
NARS	2,660	-8%	2.2	10%	$9.0k	8%
Saint Laurent (YSL) (Cosmetics)	3,036	18%	2.3	18%	$7.7k	3%

The Top 10

Brand Highlight

A Closer Look at U.S. Cosmetics

HAUS LABS
BY LADY GAGA

Haus Labs closed September with an impressive $14.3M EMV. Founded by superstar Lady Gaga, the cruelty-free brand made waves thanks to the release of its new Triclone Skin Tech Hydrating Concealer. The product, which boasts a wide array of shades, amassed $1.3M EMV via 131 creators. Haus Labs partnered with Sephora to show off the concealer, which purportedly "blurs, brightens, conceals and visibly de-puffs." Makeup lovers like Nikkie de Jager (@nikkietutorials on TikTok) hyped up the product for $153.0k EMV. Meanwhile, beauty creator Lindsey Rowley (@linsmakeuplooks) drove the most conversation for the brand online, powering $2.9M EMV, or 20% of Haus Labs' monthly total. Lindsey's 45 posts featured wide-ranging content including musings on jaw surgery, bat makeup, and looking "like an English bulldog." But Haus Labs' success wasn't confined to this product launch: the concealer is considered "the little sister" of a broader line that includes the Triclone Skin Tech Medium Coverage Foundation, which powered $3.9M EMV. Overall, these offerings helped inspire a 70% MoM EMV improvement for Haus Labs.

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.