

The Top 10

Skincare Brands in the U.S.

September 2023



The Top 10

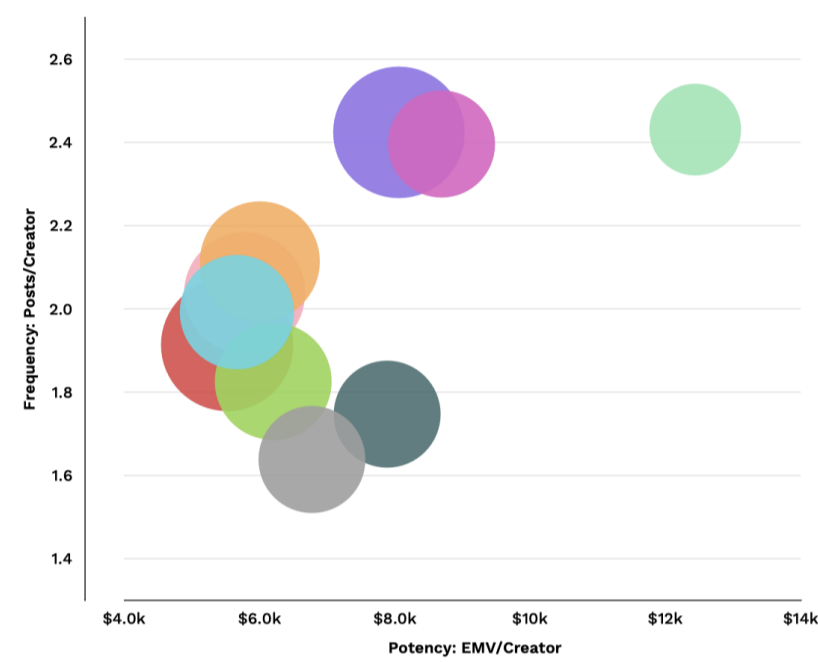
Skincare Brands in the U.S.

Competitive Set		Total EMV		MoM		YoY	Spon.
RHODE Skin	\$13,186,236	<div></div>	▼	6%	▲	403%	1.6%
CeraVe	\$9,905,283	<div></div>	▲	74%	▲	82%	5.1%
Drunk Elephant	\$9,438,892	<div></div>	▼	21%	▲	102%	1.3%
Summer Fridays	\$9,146,838	<div></div>	▼	21%	▲	119%	1.0%
Sol De Janeiro	\$8,542,719	<div></div>	▼	27%	▲	145%	0.6%
Elemis	\$8,189,520	<div></div>	▼	10%	▲	21%	3.4%
La Roche-Posay	\$8,041,682	<div></div>	▼	6%	▲	16%	4.5%
Glow Recipe	\$8,030,730	<div></div>	▼	11%	▼	0%	2.1%
Laneige	\$7,339,417	<div></div>	▲	13%	▲	55%	12.7%
Caudalie	\$7,018,406	<div></div>	▼	9%	▲	87%	0.4%

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Community Metrics

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



Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
RHODE Skin	1,636	17%	2.4	0%	\$8.1k	-20%
CeraVe	796	-2%	2.4	28%	\$12.4k	78%
Drunk Elephant	1,086	-9%	2.4	9%	\$8.7k	-13%
Summer Fridays	1,656	-15%	1.9	-12%	\$5.5k	-6%
Sol De Janeiro	1,083	-21%	1.7	-9%	\$7.9k	-7%
Elemis	1,363	19%	2.1	6%	\$6.0k	-24%
La Roche-Posay	1,296	-13%	1.8	4%	\$6.2k	9%
Glow Recipe	1,389	-15%	2.0	5%	\$5.8k	5%
Laneige	1,083	8%	1.6	4%	\$6.8k	5%
Caudalie	1,238	-3%	2.0	2%	\$5.7k	-6%

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Brand Highlight



















A Closer Look at U.S. Skincare

Sulwhasoo

Korean skincare brand Sulwhasoo enjoyed a prosperous month in the U.S., collecting \$1.5M EMV and experiencing an astronomical 170% month-over-month surge. The brand's growth was partially fueled by the launch of its latest First Care Activating Serum, which now features Sulwhasoo's signature ingredient, ginseng. To celebrate, Sulwhasoo invited content creators like Brigitte Pheloung (@acquiredstyle on TikTok) to join the brand for an 'Immersive Luxury Tasting Experience' at Jungsik, a Michelin-starred restaurant in New York City. Meanwhile, the brand generated additional awareness for the serum by partnering with creators like Denise Mercedes (@denisemercedes on Instagram) and Michelle Choi (@michellechoii), who highlighted the formula in their respective evening skincare routines. This activity sparked a 124% MoM expansion of Sulwhasoo's existing network, with 319 new brand fans powering a significant \$1.1M EMV. Sulwhasoo ultimately closed out September with 638 mentions, an impressive 177% MoM spike.

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	Engagement via	On Platforms including
 Creators	 Comments	 Instagram
 Brands	 Tweets/Retweets	 Youtube
 Retailers	 Favorites	 Facebook
 Publications	 Likes	 Twitter
	 Pins/Repins	 TikTok
	 Shares	 Pinterest
	 Video Views	 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.