

TRIBE DYNAMICS

Global Beauty Report

Q2 2020

Introduction

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 publish, and work with brands, in Cosmetics, Skincare, Haircare, Luxury, Apparel, and Fashion Retailers in the U.S., as well as in 13 international markets. Visit TribeDynamics.com for full access to our reports.

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Introduction to Earned Media Value

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 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.

Based on content from 120,000 of the most influential content creators across 14 country-specific markets, EMV reveals brands that are not just capturing consumer interest, but poised for significant growth.

Posts by:

- Influencers
- Brands
- Retailers
- Publications

On platforms including:

- Instagram
- YouTube
- Facebook
- Pinterest
- Twitter
- Websites
- Blogs
- TikTok*

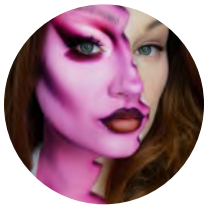
Engagement via:

- Comments
- Tweets/Retweets
- Favorites
- Likes
- Pins/Repins
- Shares
- Video Views

*TikTok data is currently not included in total brand EMV calculations, but is available to Tribe Dynamics customers.

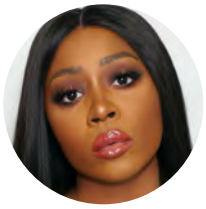
Influencers Around the World Champion Black-Owned Brands

While the COVID-19 pandemic dominated the international news cycle—and social media— for much of Q2, towards the end of the quarter, global protests for racial justice sparked widespread conversation about the systemic inequality faced by the Black community. In response, many influencers used their platforms to voice their solidarity with the Black Lives Matter movement, and to celebrate Black-owned beauty brands. Here are just a few of the brands that caught international bloggers' attention this quarter.



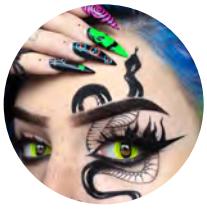
In Germany, Juvia's Place Features in #CreativeMakeup Looks

Juvia's Place collected $391.0k EMV in Germany, a 51% quarter-over-quarter growth. Influencers including Silan (@silan_h on Instagram) used the brand's vibrant eyeshadow palettes to create elaborate, colorful makeup looks, helping #CreativeMakeup garner $25.2k EMV. In June, Juvia's Place featured in content celebrating the Black Lives Matter Movement; for example, musician and influencer Alycia Marie included the brand's I Am Magic Concealer in a "Full Face Using Only Black-Owned Makeup Brands" YouTube tutorial ($26.0k EMV), tagging the post #BlackLivesMatter.



In Italy, Pat McGrath Labs' Skin Fetish: Sublime Perfection Foundation Proves an Influencer Favorite

Pat McGrath Labs closed Q2 with $767.5k EMV, a 0% QoQ change. A sizable $96.9k EMV of the brand's haul came via mentions of the Skin Fetish: Sublime Perfection Foundation, which earned shout-outs from eight influencers. The foundation's top advocate was actress and influencer Loretta Grace (@graceonyourdash on Instagram), who contributed $48.3k EMV to the product's total across two posts emphasizing the importance of the fight for racial justice, and encouraging her activist followers to take the time to recharge and care for themselves.



In Spain, Fenty Beauty Enjoys Boost From #100DaysOfMakeup Challenge

The popular #100DaysOfMakeup challenge, which involves influencers sharing new makeup looks for 100 consecutive days, continued to galvanize beauty enthusiasts around the globe throughout Q2. In Spain, Fenty Beauty in particular benefited from the trend, with #100DaysOfMakeup ranking among the brand's top five Q2 hashtags with $510.7k EMV. The vast majority ($500.3k EMV) of this total was generated by special effects makeup artist Sandra Clemente (@sandrarclemente on Instagram), who used the brand's Match Stix in 15 avante-garde #100DaysOfMakeup creations. Altogether, Fenty Beauty accrued $2.7M EMV in Spain during the quarter.

Top 10 Beauty Brands

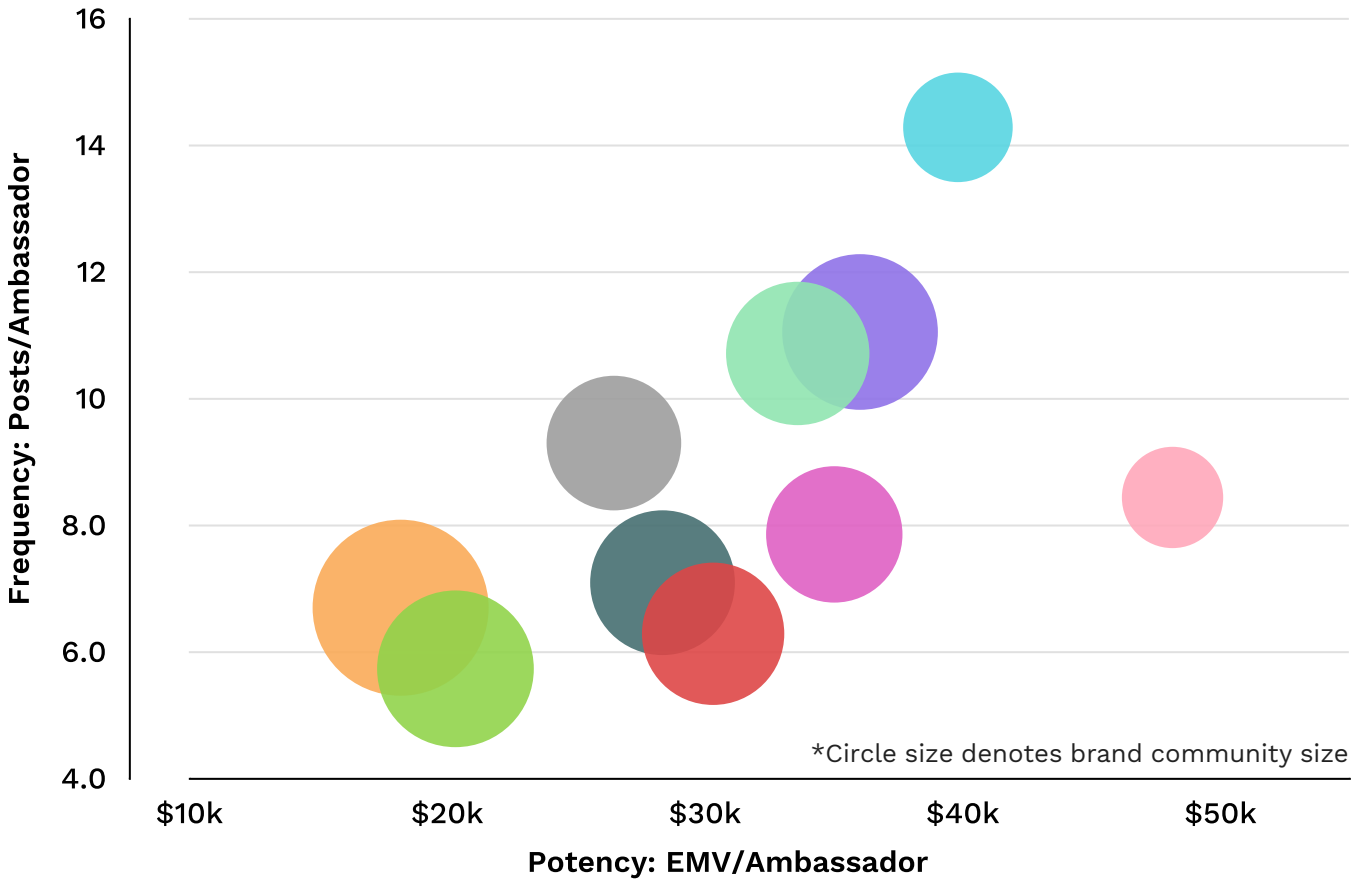
Q2 2020 UK

Rank	Brand	Q2 2020 EMV	QoQ	YoY
1st → 0	Anastasia Beverly Hills	$69,482,164	2%	-25%
2nd ↗ 3	Morphe	$55,004,021	27%	4%
3rd ↘ 1	Huda Beauty	$51,857,561	-2%	-34%
4th ↗ 3	Benefit	$48,905,717	24%	-1%
5th ↗ 3	Fenty Beauty	$47,303,083	31%	9%
6th → 0	MAC	$44,900,877	13%	-15%
7th ↘ 3	NARS	$39,750,128	-12%	-4%
8th ↘ 5	ColourPop	$39,347,458	-13%	-4%
9th → 0	Revolution Beauty	$38,197,153	25%	-8%
10th ●	P. Louise Makeup Academy	$38,042,863	52%	30%

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

Top 10: Community Metrics

Community Size, Frequency, and Potency for UK Beauty



Brands	No. of Ambassadors	Posts per Ambassador	EMV per Ambassador
Anastasia Beverly Hills	1,928	11.0	$36,038
Morphe	1,636	10.7	$33,621
Huda Beauty	1,480	7.8	$35,039
Benefit	1,612	6.3	$30,339
Fenty Beauty	1,667	7.1	$28,376
MAC	2,465	6.7	$18,215
NARS	1,954	5.7	$20,343
ColourPop	817	8.4	$48,161
Revolution Beauty	1,442	9.3	$26,489
P. Louise Makeup Academy	955	14.3	$39,835

Brand Spotlights

Revolution Beauty
Debuts XX Revolution Sub-Brand

Revolution Beauty sparked buzz around its new XX Revolution sub-brand, which caters to 2020 beauty trends by offering colorful eye palettes and hybrid makeup-skincare complexion products. Influencers like Chloe (@chloeandcosmetics on Instagram) eagerly tested out offerings such as the XX Revolution Glow Skin FauXXdation Foundation after receiving them from the brand. Mentions of #XXRevolution generated $1.6M EMV from 90 content creators, helping Revolution Beauty achieve a 25% quarter-over-quarter growth and close Q2 with $38.2M EMV.

Fenty Beauty
Launches Cheeks Out Collection

In April, Fenty Beauty debuted its Cheeks Out range of cream blushes and bronzers to influencer acclaim. The collection pulled in $6.6M EMV from 322 content creators over the quarter, emerging as the brand's No. 2 offering behind the hero Gloss Bomb Universal Lip Luminizer ($9.5M EMV). Gen Z beauty enthusiast and TikTok star Charlotte Barker (@char_barker on Instagram) ranked among Cheeks Out's top earners, generating $329.1k EMV for the range across 18 unsponsored posts. In all, Fenty Beauty collected $47.3M EMV in Q2, a 31% improvement upon its Q1 haul.



Pat McGrath Labs
Leverages Naomi Campbell's Star Power

Pat McGrath Labs increased its EMV 33% quarter-over-quarter, closing Q2 with $4.0M EMV. In May, the brand tapped supermodel Naomi Campbell (@naomi on Instagram) as its official face, prompting effusive content creation from the new brand partner. Campbell generated $159.6k EMV across 10 posts—including an Instagram announcing an IG Live appearance with McGrath herself—as one of Pat McGrath Labs' top five Q2 earners. On the heels of global protests for racial justice, Pat McGrath Labs featured widely in influencer posts spotlighting Black-owned beauty brands, with mentions of #BlackLivesMatter driving $100.1k EMV.

Other Notable Brands

ColourPop
Potent Influencer Community
$48.2k EMV Per Influencer

Iconic London
Rising Star
84% QoQ EMV Growth

The Ordinary
Growing Influencer Community
42% QoQ Community Expansion

Notable Influencers



Jack Bennett

- @makeuupbyjack
- Gen Z Beauty Guru
- Top brands: Morphe, Anastasia Beverly Hills, ColourPop



Sophie

- @soph
- Beauty and Style Blogger
- Top brands: Benefit, Ofra, Zoeva



Natachi Ikem-Obih

- @naataachii_
- Euphoria Makeup Enthusiast
- Top brands: Benefit, MAC, Fenty Beauty



@atarahmayhew via Instagram

Top UK Brands Enjoy Organic Inclusion in Makeup Tutorials

Shelter-in-place orders impacted content trends for U.K. brands and influencers' throughout Q2, with many beauty bloggers taking advantage of their time at home to create in-depth makeup tutorials featuring their go-to products. #MakeupTutorial ranked among the three highest EMV-driving hashtags for many of this quarter's top performers, including Benefit and Morphe, with influencers demonstrating their enduring enthusiasm for these brands' offerings. A total of 441 content creators mentioned Benefit in #MakeupTutorial posts this quarter, collectively driving $8.8M EMV for the hashtag. Thanks to this groundswell of organic support, Benefit closed Q2 with $48.9M EMV, a 24% quarter-over-quarter improvement. Similarly, Morphe—which grew 27% QoQ—owed $11.1M EMV of its $55.0M EMV haul to mentions of #MakeupTutorial. Much of this content centered on the brand's vibrant eye palettes, including the 39A Dare to Create Eyeshadow Palette ($3.3M EMV).

Top 10 Beauty Brands

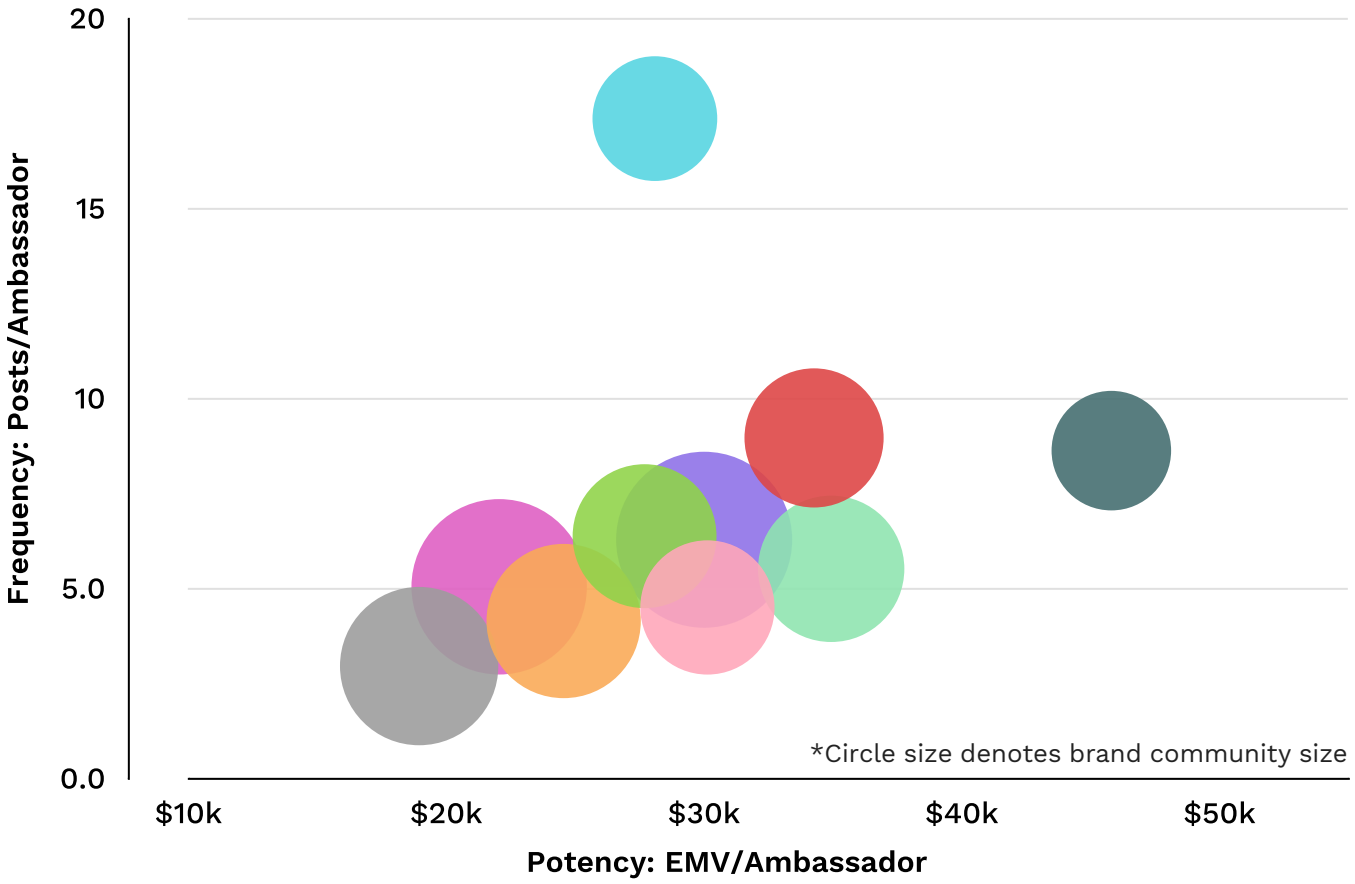
Q2 2020 France

Rank	Brand	Q2 2020 EMV	QoQ	YoY
1st → 0	Fenty Beauty	$13,212,805	35%	102%
2nd ↗ 2	NYX Professional Makeup	$10,627,226	36%	-4%
3rd ↗ 2	MAC	$9,647,753	25%	0%
4th ↘ 2	Anastasia Beverly Hills	$9,430,571	8%	7%
5th ↗ 1	Morphe	$9,302,594	45%	64%
6th ↘ 3	Too Faced	$8,307,527	0%	-16%
7th ↗ 1	Charlotte Tilbury	$8,149,171	41%	616%
8th ↗ 1	Huda Beauty	$7,720,161	38%	-8%
9th ●	L'Oréal Paris	$6,754,398	70%	-30%
10th ●	HelloBody	$6,214,062	34%	192%

● 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 Ambassadors	Posts per Ambassador	EMV per Ambassador
Fenty Beauty	440	6.3	$30,029
NYX Professional Makeup	304	5.5	$34,958
MAC	437	5.0	$22,077
Anastasia Beverly Hills	275	8.9	$34,293
Morphe	203	8.6	$45,826
Too Faced	338	4.1	$24,578
Charlotte Tilbury	294	6.4	$27,718
Huda Beauty	256	4.5	$30,157
L'Oréal Paris	356	2.9	$18,973
HelloBody	221	17.3	$28,118

Brand Spotlights

L'Oréal Paris
Stars in Cannes "Throwback" Content

In the absence of its signature activations at the Cannes Film Festival, L'Oréal Paris enjoyed a flurry of "throwback" content from past attendees such as Eva Longoria Bastón (@evalongoria on Instagram), all of whom thanked the brand for including them in previous years' celebrations. #Cannes ranked among L'Oréal Paris' top five Q2 hashtags with $426.4k EMV. In all, the brand collected $6.8M EMV, a 70% quarter-over-quarter growth.

Make Up For Ever
Benefits From Partnership With Sanaa El Mahalli

Make Up For Ever closed Q2 with $4.9M EMV, an 87% quarter-over-quarter increase. Over one-third ($1.7M EMV) of the brand's haul came from beauty guru Sanaa El Mahalli (@sananas2106 on Instagram), who featured Make Up For Ever offerings in an impressive 38 posts. Sanaa repeatedly endorsed the Pro Bronze Fusion bronzer, contributing $176.6k EMV of the product's $281.6k EMV total.

Juvia's Place
Enjoys Buzz Around Zulu Eyeshadow Palette

Juvia's Place surged ahead 122% quarter-over-quarter, accruing $1.7M EMV. The brand's highly pigmented Zulu Eyeshadow Palette emerged as an influencer favorite in Q2, generating $256.7k EMV from 13 bloggers as Juvia's Place's top offering by over $100k EMV. Yanissa (@yanissaxoxo on Instagram) contributed a majority ($188.8k EMV) of the palette's haul across two colorful makeup creations, with these posts ranking as the brand's top two highest-earning pieces of Q2 content.

Other Notable Brands

Fenty Beauty
Largest Influencer Community
440 Influencers

Dyson
Go-To Haircare Tools
129% QoQ EMV Growth

Ole Henriksen
High-Growth Skincare
114% QoQ EMV Growth

Notable Influencers



Shayna

- @_honeyshay
- Lifestyle Blogger
- Top brands: NYX Professional Makeup, Fenty Beauty, Morphe



Gabrielle

- @lalogedegabrielle
- Everyday Glam Expert
- Top brands: NARS, Tarte, By Terry



Laura Niass

- @laaweup
- Gen Z Makeup Blogger
- Top brands: Anastasia Beverly Hills, Revolution Beauty, Fenty Beauty



@viewfrom.mina via Instagram

Hero Complexion Products Power Growth for Milk Makeup, Pat McGrath Labs

What's the key to staying popular amid a pandemic? For brands in France, it was trusted, everyday complexion products that stayed on influencers' radars throughout Q2. Specifically, indie brands Milk Makeup and Pat McGrath Labs enjoyed sizable quarter-over-quarter EMV growths thanks to the continued momentum of the Hydro Grip Primer and Skin Fetish: Sublime Perfection Concealer, respectively.

Milk Makeup increased its EMV by 56% QoQ to net $1.5M EMV, $367.8k EMV of which came via mentions of the primer. Of the 16 content creators who posted about the offering, Amina (@viewfrom.mina on Instagram) proved the most impactful by a wide margin, contributing $156.3k EMV across six unsponsored mentions. Meanwhile, Pat McGrath Labs enjoyed similar momentum for its top-earning concealer, which accounted for $372.2k EMV of the brand's $1.4M EMV haul and helped fuel the brand's 27% QoQ growth. Bloggers such as Amandine (@amandineyk) consistently turned to the concealer for both casual and glamorous creations: the beauty enthusiast shared a high-impact June tutorial ($34.6k EMV) using exclusively Black-owned brands. In all, 12 influencers featured the Skin Fetish: Sublime Perfection Concealer in their Q2 content.

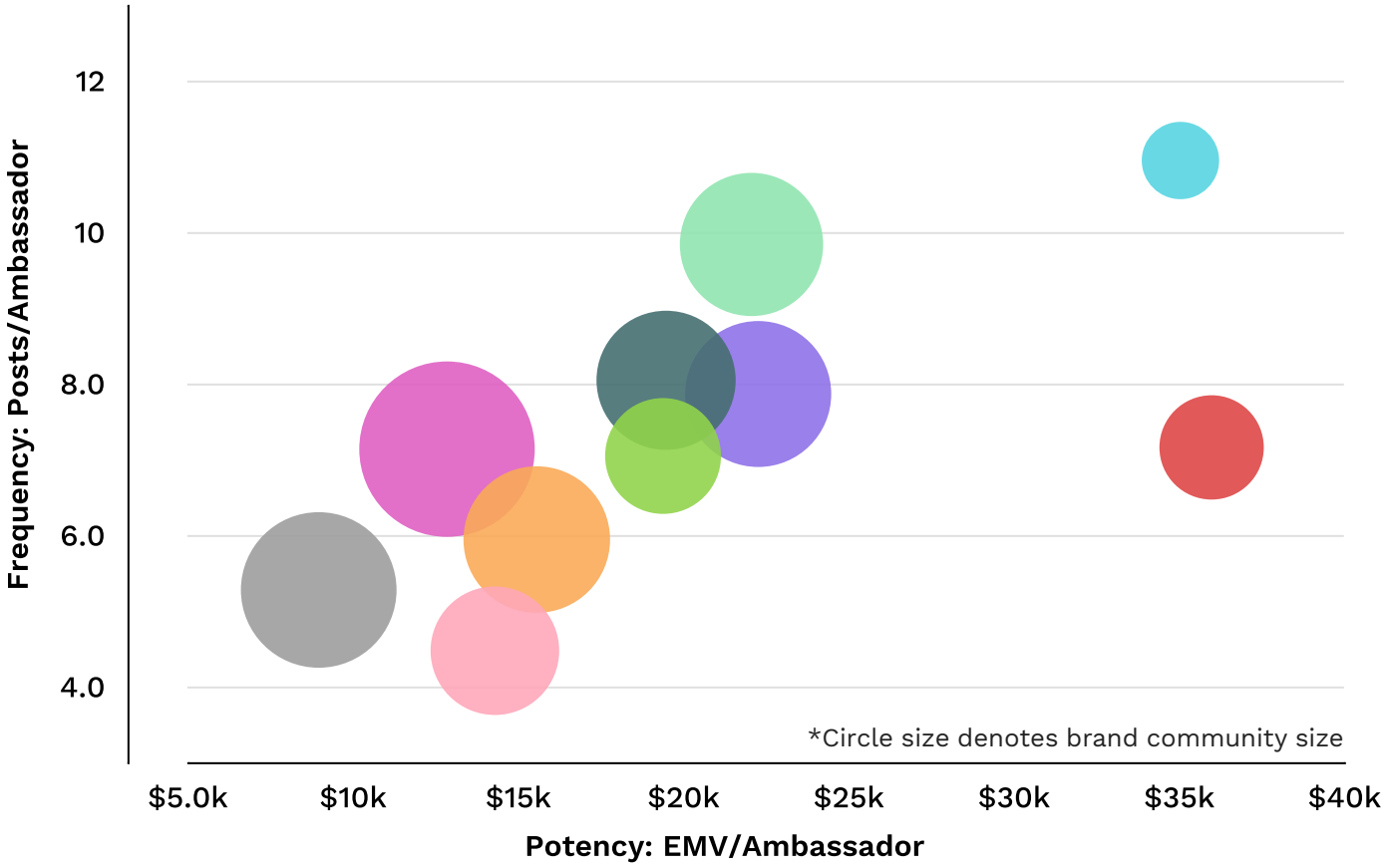
Top 10 Beauty Brands

Q2 2020 Australia

Rank	Brand	Q2 2020 EMV	QoQ	YoY
1st ↗ 4	Fenty Beauty	$11,427,475	↗ 48%	↗ 27%
2nd ↘ 1	Anastasia Beverly Hills	$10,903,724	↘ -11%	↘ -38%
3rd → 0	MAC	$9,528,638	↘ -2%	↘ -39%
4th ↘ 2	ColourPop	$9,430,831	↘ -13%	↘ -15%
5th ↗ 2	Morphe	$9,081,326	↗ 44%	↗ 2%
6th ↘ 2	Benefit	$8,052,314	↘ -10%	↘ -48%
7th ↘ 1	Huda Beauty	$6,264,924	↘ -2%	↘ -33%
8th ↗ 1	Too Faced	$5,694,349	↗ 26%	↘ -42%
9th ↘ 1	NARS	$5,233,484	↘ -5%	↘ -33%
10th → 0	P. Louise Makeup Academy	$5,047,500	↗ 16%	↗ 38%

Top 10: Community Metrics

Community Size, Frequency, and Potency for Australia Beauty



Brands	No. of Ambassadors	Posts per Ambassador	EMV per Ambassador
Fenty Beauty	513	7.9	$22,276
Anastasia Beverly Hills	494	9.8	$22,072
MAC	741	7.1	$12,859
ColourPop	262	7.2	$35,996
Morphe	466	8.0	$19,488
Benefit	517	5.9	$15,575
Huda Beauty	323	7.0	$19,396
Too Faced	398	4.5	$14,307
NARS	583	5.3	$8,977
P. Louise Makeup Academy	144	10.9	$35,052

Top 10 Beauty Brands

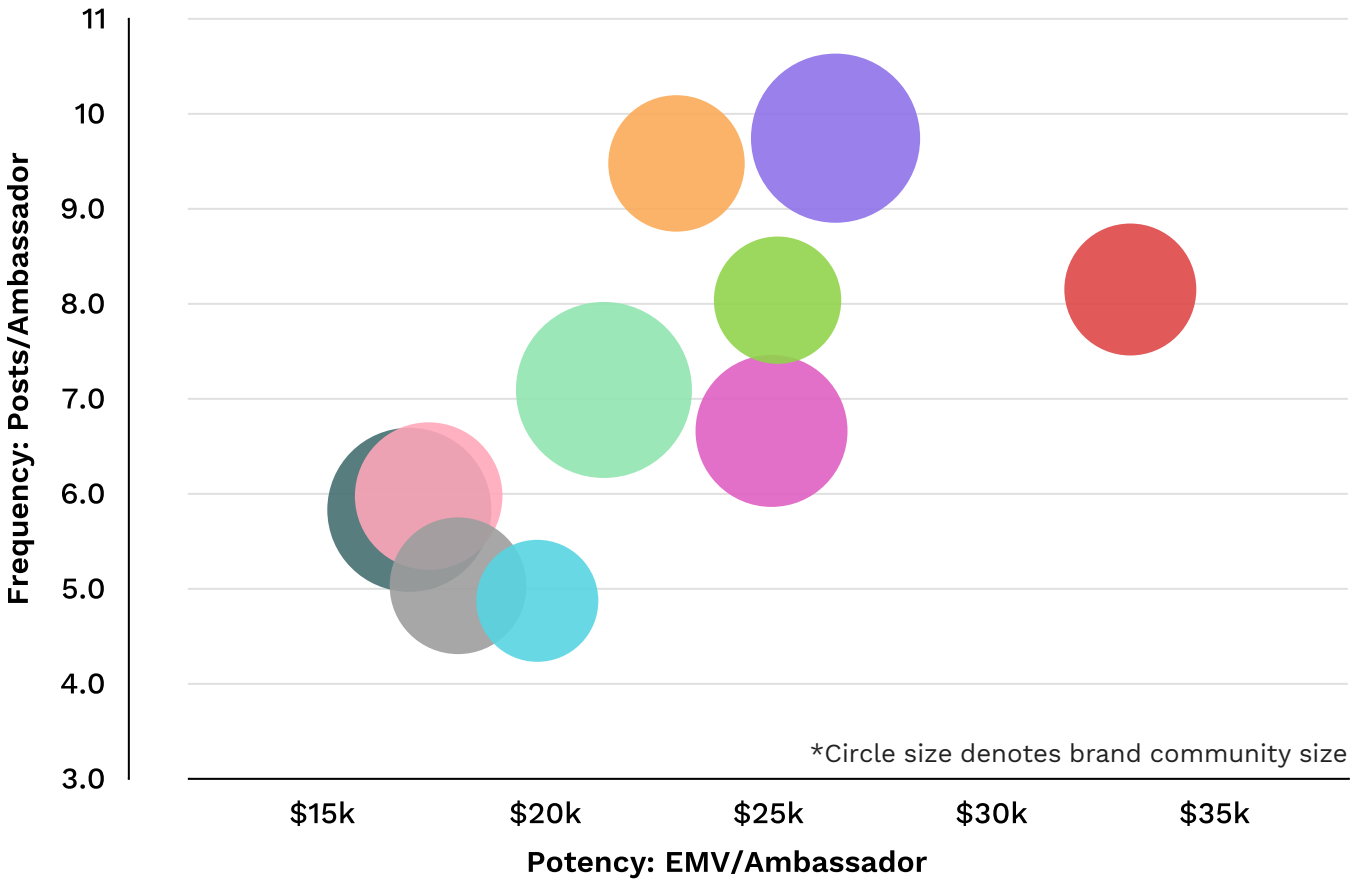
Q2 2020 Canada

Rank	Brand	Q2 2020 EMV	QoQ	YoY
1st → 0	Anastasia Beverly Hills	$18,297,314	2%	-20%
2nd ↗ 2	MAC	$15,930,914	16%	-21%
3rd → 0	Benefit	$13,971,062	-2%	-21%
4th ↘ 2	Huda Beauty	$13,912,382	-9%	-35%
5th ↗ 1	Fenty Beauty	$11,009,773	-17%	-13%
6th ↗ 1	Morphe	$10,305,796	12%	-16%
7th ↘ 2	ColourPop	$9,860,258	-27%	-20%
8th ↗ 1	NYX Professional Makeup	$9,133,985	19%	-24%
9th ●	Urban Decay	$8,143,420	17%	-1%
10th → 0	Make Up For Ever	$7,120,017	-1%	-27%

● 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 Ambassadors	Posts per Ambassador	EMV per Ambassador
Anastasia Beverly Hills	690	9.7	$26,518
MAC	747	7.1	$21,327
Benefit	557	6.7	$25,083
Huda Beauty	420	8.1	$33,125
Fenty Beauty	649	5.8	$16,964
Morphe	449	9.5	$22,953
ColourPop	391	8.0	$25,218
NYX Professional Makeup	525	6.0	$17,398
Urban Decay	451	5.0	$18,056
Make Up For Ever	359	4.9	$19,833

Top 10 Beauty Brands

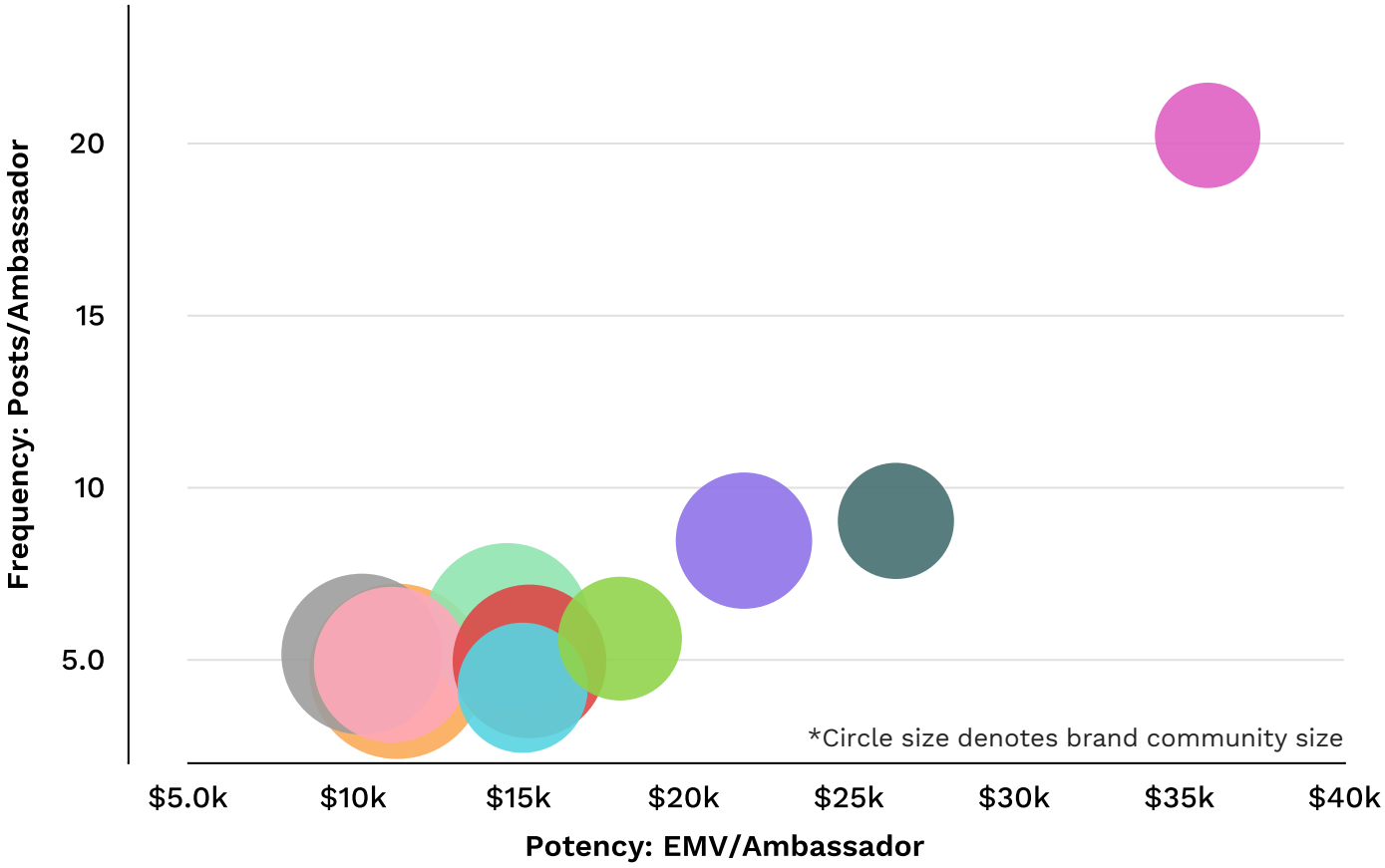
Q2 2020 Germany

Rank	Brand	Q2 2020 EMV	QoQ	YoY
1st → 0	Anastasia Beverly Hills	$6,465,951	-21%	-40%
2nd ↗ 2	NYX Professional Makeup	$6,439,575	10%	-43%
3rd ↗ 4	HelloBody	$6,350,114	30%	167%
4th ↘ 1	Benefit	$5,773,337	-7%	-32%
5th ●	Morphe	$5,685,107	46%	51%
6th ↘ 4	MAC	$5,560,594	-13%	-34%
7th ↗ 1	BH Cosmetics	$4,414,776	-5%	-34%
8th ●	Essence Cosmetics	$4,318,004	11%	-41%
9th → 0	L'Oréal Paris	$4,236,014	-8%	-39%
10th ●	Dyson	$4,089,936	64%	97%

● 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 Ambassadors	Posts per Ambassador	EMV per Ambassador
Anastasia Beverly Hills	296	8.4	$21,844
NYX Professional Makeup	439	6.0	$14,669
HelloBody	177	20.2	$35,876
Benefit	376	4.9	$15,355
Morphe	215	9.0	$26,442
MAC	490	4.6	$11,348
BH Cosmetics	244	5.6	$18,093
Essence Cosmetics	386	4.8	$11,187
L'Oréal Paris	412	5.1	$10,282
Dyson	270	4.2	$15,148

Top 10 Beauty Brands

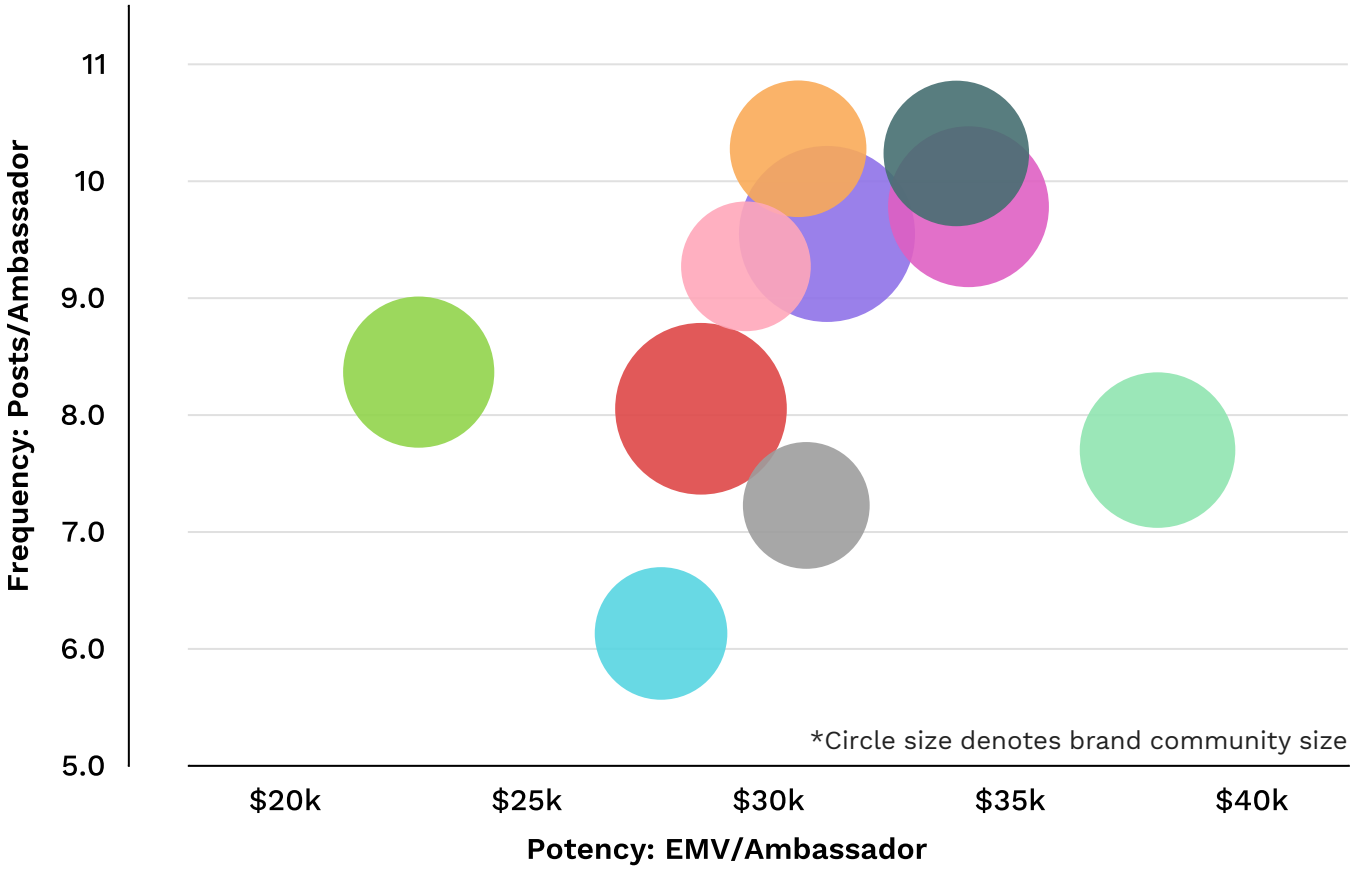
Q2 2020 Gulf Countries

Rank	Brand	Q2 2020 EMV	QoQ	YoY
1st → 0	MAC	$11,552,771	-30%	-23%
2nd ↑ 1	Benefit	$11,000,119	5%	-39%
3rd ↑ 1	Huda Beauty	$10,552,869	47%	-26%
4th ↓ 2	Fenty Beauty	$10,073,181	-8%	10%
5th → 0	NARS	$8,576,600	38%	16%
6th ↑ 1	Laura Mercier	$6,829,723	20%	28%
7th ↓ 1	Make Up For Ever	$6,217,968	4%	-53%
8th ●	Too Faced	$5,938,922	41%	-18%
9th ●	Urban Decay	$5,912,742	104%	13%
10th ●	NYX Professional Makeup	$5,835,970	63%	-14%

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

Top 10: Community Metrics

Community Size, Frequency, and Potency for Gulf Countries Beauty



Brands	No. of Ambassadors	Posts per Ambassador	EMV per Ambassador
MAC	370	9.5	$31,224
Benefit	289	7.7	$38,063
Huda Beauty	309	9.8	$34,152
Fenty Beauty	352	8.0	$28,617
NARS	253	10.2	$33,900
Laura Mercier	223	10.3	$30,627
Make Up For Ever	273	8.4	$22,776
Too Faced	201	9.3	$29,547
Urban Decay	192	7.2	$30,796
NYX Professional Makeup	210	6.1	$27,790

Top 10 Beauty Brands

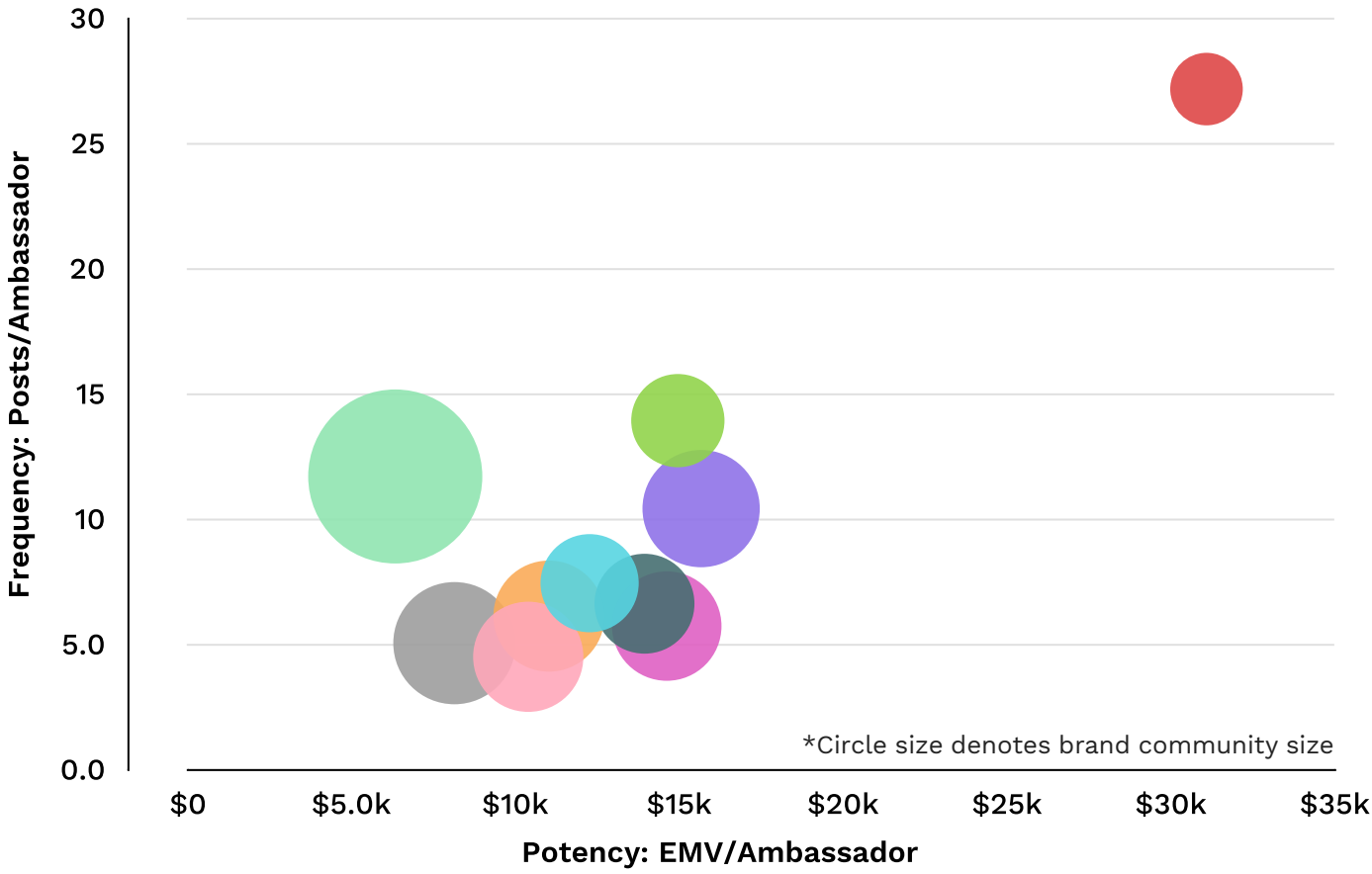
Q2 2020 Italy

Rank	Brand	Q2 2020 EMV	QoQ	YoY
1st ↗ 3	Nabla Cosmetics	$9,428,774	↗ 44%	↗ 6%
2nd ↗ 1	Pixi Beauty	$8,418,723	↗ 24%	↗ 29%
3rd ↗ 2	Benefit	$7,656,998	↗ 19%	↗ 11%
4th ↗ 3	HelloBody	$7,153,784	↗ 20%	↗ 476%
5th ↗ 5	Anastasia Beverly Hills	$6,086,820	↗ 17%	↘ -22%
6th ↗ 2	NYX Professional Makeup	$5,954,220	↗ 1%	↘ -36%
7th ●	Mesauda	$5,691,851	↗ 23%	↗ 54%
8th ↗ 1	Fenty Beauty	$5,530,544	↗ 1%	↘ -13%
9th ↘ 8	MAC	$5,330,685	↘ -31%	↘ -41%
10th ●	Mulac Cosmetics	$5,172,859	↗ 13%	↘ -11%

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

Top 10: Community Metrics

Community Size, Frequency, and Potency for Italy Beauty



Brands	No. of Ambassadors	Posts per Ambassador	EMV per Ambassador
Nabla Cosmetics	601	10.4	$15,688
Pixi Beauty	1,324	11.7	$6,359
Benefit	523	5.7	$14,641
HelloBody	230	27.1	$31,103
Anastasia Beverly Hills	436	6.6	$13,961
NYX Professional Makeup	539	6.1	$11,047
Mesauda	380	13.9	$14,979
Fenty Beauty	531	4.5	$10,415
MAC	653	5.0	$8,163
Mulac Cosmetics	421	7.4	$12,287

Top 10 Beauty Brands

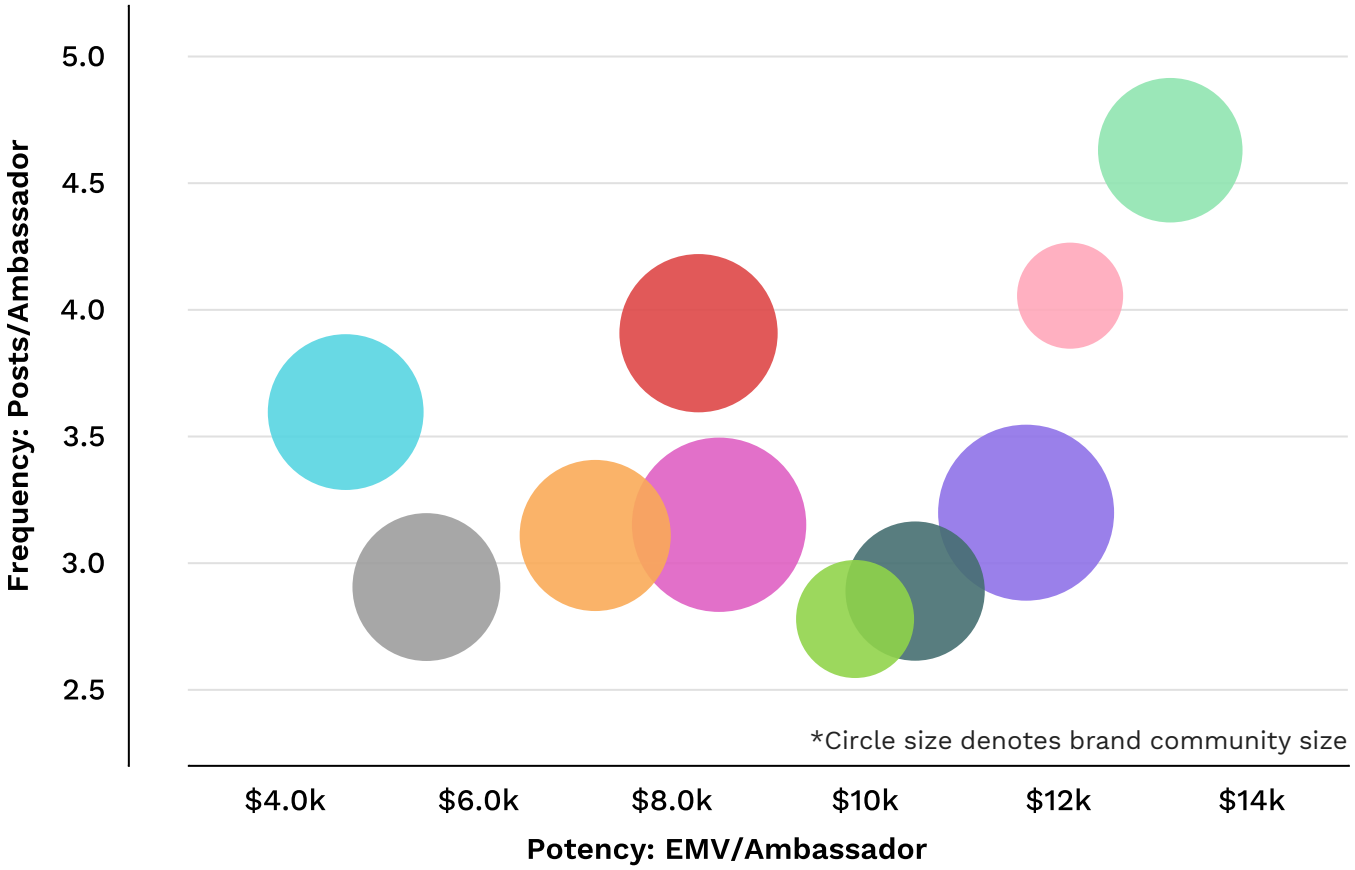
Q2 2020 Japan

Rank	Brand	Q2 2020 EMV	QoQ	YoY
1st → 0	Dior (Beauty)	$5,555,723	-35%	-33%
2nd ↑ 2	CANMAKE Tokyo	$4,225,356	7%	-13%
3rd ↑ 2	Chanel (Beauty)	$3,967,531	27%	2%
4th ↓ 2	NARS	$3,188,979	-24%	49%
5th ↓ 2	YSL (Beauty)	$3,136,117	-24%	-19%
6th ↑ 1	MAC	$2,532,205	-10%	-23%
7th ↓ 1	Kate Tokyo	$2,119,130	-28%	-26%
8th ↑ 1	Cezanne	$2,097,944	-9%	-10%
9th ↑ 1	RMK	$1,837,205	-14%	13%
10th ●	Shiseido	$1,728,153	-9%	-47%

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

Top 10: Community Metrics

Community Size, Frequency, and Potency for Japan Beauty



Brands	No. of Ambassadors	Posts per Ambassador	EMV per Ambassador
Dior (Beauty)	476	3.2	$11,672
CANMAKE Tokyo	321	4.6	$13,163
Chanel (Beauty)	467	3.1	$8,496
NARS	385	3.9	$8,283
YSL (Beauty)	298	2.9	$10,524
MAC	351	3.1	$7,214
Kate Tokyo	214	2.8	$9,902
Cezanne	173	4.1	$12,127
RMK	336	2.9	$5,468
Shiseido	373	3.6	$4,633

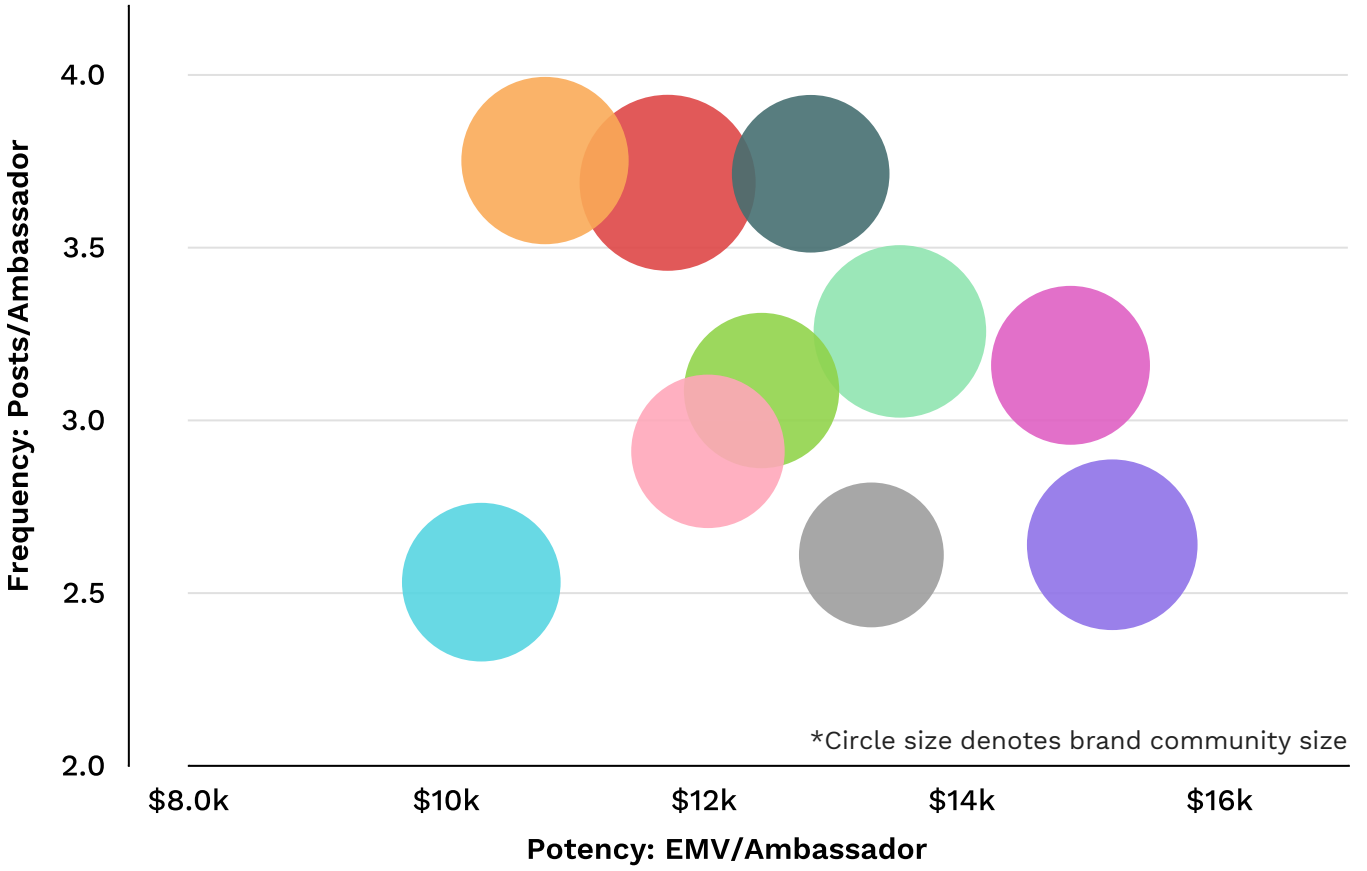
Top 10 Beauty Brands

Q2 2020 Korea

Rank	Brand	Q2 2020 EMV	QoQ	YoY
1st → 0	Dior (Beauty)	$5,477,157	-27%	-24%
2nd → 0	MAC	$4,990,590	-33%	-39%
3rd → 0	Clio	$4,647,565	-37%	-39%
4th ↑ 6	YSL (Beauty)	$4,501,437	13%	-51%
5th ↓ 1	Etude House	$3,952,395	-40%	-37%
6th → 0	Innisfree	$3,737,576	-34%	-59%
7th ↓ 2	HERA 헤라	$3,722,993	-37%	18%
8th → 0	eSpoir	$3,514,349	-25%	-14%
9th ↓ 2	Peripera	$3,458,869	-29%	-34%
10th ↓ 1	Chanel (Beauty)	$3,206,394	-19%	-51%

Top 10: Community Metrics

Community Size, Frequency, and Potency for Korea Beauty



Brands	No. of Ambassadors	Posts per Ambassador	EMV per Ambassador
Dior (Beauty)	361	2.6	$15,172
MAC	369	3.3	$13,525
Clio	313	3.2	$14,848
YSL (Beauty)	384	3.7	$11,722
Etude House	308	3.7	$12,832
Innisfree	347	3.7	$10,771
HERA 헤라	299	3.1	$12,451
eSpoir	292	2.9	$12,035
Peripera	260	2.6	$13,303
Chanel (Beauty)	312	2.5	$10,277

Top 10 Beauty Brands

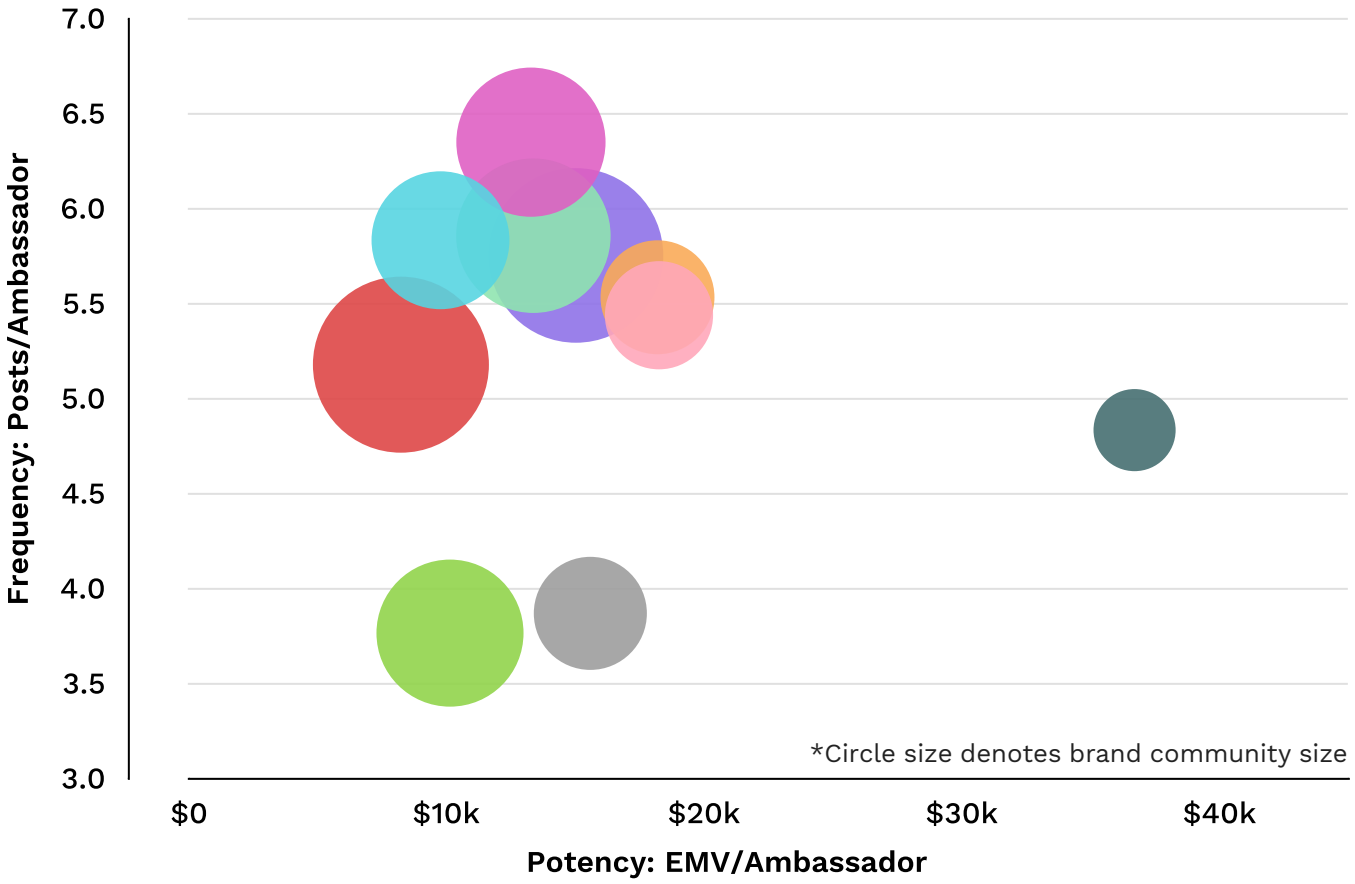
Q2 2020 Spain

Rank	Brand	Q2 2020 EMV	QoQ	YoY
1st → 0	NYX Professional Makeup	$7,211,801	-14%	-18%
2nd → 0	Benefit	$5,027,041	2%	43%
3rd ↑ 3	Urban Decay	$4,658,475	30%	45%
4th ↓ 1	MAC	$4,025,580	-9%	-22%
5th ↓ 1	Jeffree Star Cosmetics	$3,893,034	-2%	71%
6th ↑ 3	Anastasia Beverly Hills	$3,716,803	21%	39%
7th ↑ 1	Maybelline	$3,457,826	4%	-20%
8th ●	ghd	$3,363,068	80%	7%
9th ↑ 1	Tarte	$3,138,511	3%	-10%
10th ●	Charlotte Tilbury	$2,930,606	9%	62%

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

Top 10: Community Metrics

Community Size, Frequency, and Potency for Spain Beauty



Brands	No. of Ambassadors	Posts per Ambassador	EMV per Ambassador
NYX Professional Makeup	479	5.7	$15,056
Benefit	375	5.9	$13,405
Urban Decay	350	6.3	$13,310
MAC	487	5.2	$8,266
Jeffree Star Cosmetics	106	4.8	$36,727
Anastasia Beverly Hills	204	5.5	$18,220
Maybelline	340	3.8	$10,170
ghd	184	5.4	$18,278
Tarte	201	3.9	$15,614
Charlotte Tilbury	299	5.8	$9,801

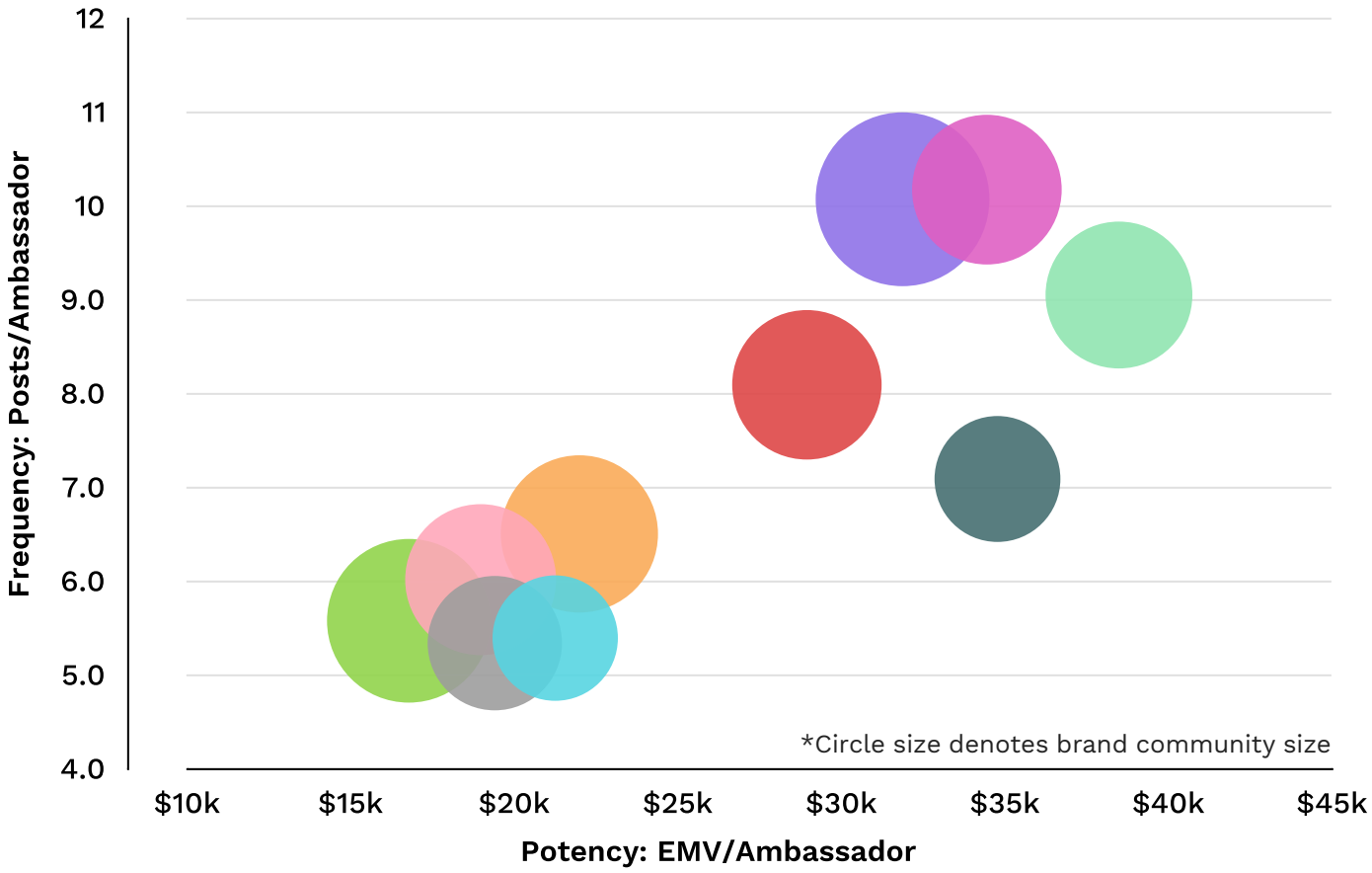
Top 10 Beauty Brands

Q2 2020 US

Rank	Brand	Q2 2020 EMV	QoQ	YoY
1st → 0	Anastasia Beverly Hills	$255,704,933	-11%	-39%
2nd → 0	ColourPop	$220,452,082	-23%	-23%
3rd → 0	Morphe	$205,024,472	3%	-23%
4th → 0	Benefit	$171,809,254	-12%	-15%
5th → 0	Huda Beauty	$146,410,110	-12%	-40%
6th → 0	Fenty Beauty	$144,455,122	0%	-17%
7th → 0	MAC	$119,423,764	-8%	-35%
8th → 0	NYX Professional Makeup	$114,936,803	-2%	-42%
9th → 0	Too Faced	$93,116,348	-21%	-42%
10th → 0	Laura Mercier	$88,818,772	-20%	2%

Top 10: Community Metrics

Community Size, Frequency, and Potency for US Beauty



Brands	No. of Ambassadors	Posts per Ambassador	EMV per Ambassador
Anastasia Beverly Hills	8,018	10.1	$31,891
ColourPop	5,725	9.0	$38,507
Morphe	5,948	10.2	$34,469
Benefit	5,931	8.1	$28,968
Huda Beauty	4,208	7.1	$34,793
Fenty Beauty	6,562	6.5	$22,014
MAC	7,109	5.6	$16,799
NYX Professional Makeup	6,051	6.0	$18,995
Too Faced	4,793	5.3	$19,428
Laura Mercier	4,175	5.4	$21,274