

FRAGRANCE AND PERSONAL CARE

Beauty brands foster community growth through new platform

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Reddit user takes to beauty community to show off her new locks. Image credit: Reddit user Cazette

By BRIELLE JAEKEL

The beauty community, known as one of the most conversational and interactive in retail, has found another digital home to share insights and content in Reddit, where luxury brands are learning to tap into the most hardcore fans.

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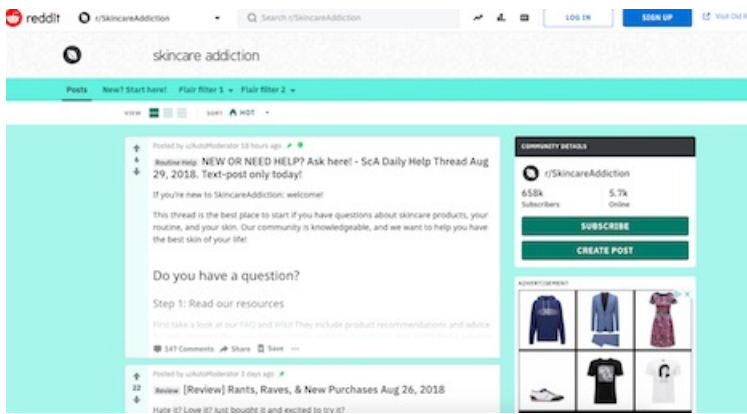
Reddit has released numbers on the beauty industry's activities and the cosmetic community that has been created on its digital messaging platform, which offers luxury beauty brands a prime opportunity. Top beauty communities see more than 33 million page views and 2.7 million unique visitors a month, with more than 28 million redditors searching for information on beauty or skincare in six months.

"People come to Reddit's beauty communities to share advice and recommendations, ask for product suggestions, discuss trends and share photos of their looks," said Christine Cassis, senior communications manager of digital at [Reddit](#), San Francisco. "Beauty communities on Reddit drive more than 33 million monthly page views."

Building a community

Beauty fans come to digital communities to research makeup looks, get answers to questions, read recommendations and trade general insight on the topic.

Reddit's top beauty pages include names such as Skincare Addiction, Makeup Addiction, Asian Beauty, Beauty Boxes, Reddit Laqueristas and Haircare Science. These six pages garner more than 53 million page views a month combined.



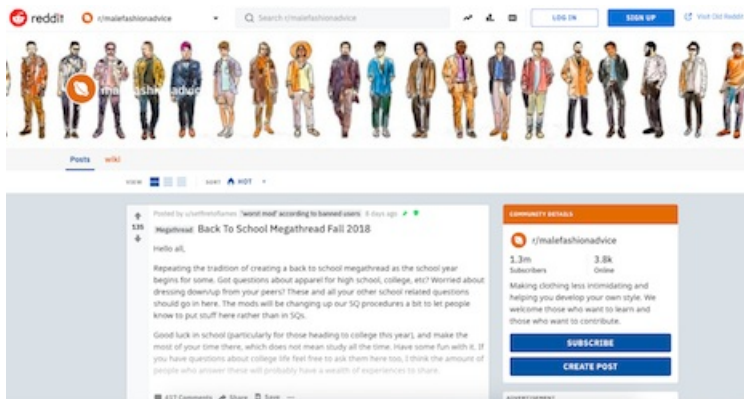
Reddit page, Skincare Addiction

The beauty community on Reddit also generates a 40 percent higher than average comment length.

With skincare being such a prominent topic on the site, Reddit estimates that discussion on the subject has generated more than 5 million purchases between the \$50 and \$100 price range.

About 14 million redditors have also spent between \$50 and \$200 on hair care in the past six months.

The male community in the beauty world on Reddit is growing as well, with five men's grooming pages reaching a total of almost 11 million page views a month. The top two men's pages on Reddit are Male Fashion Advice and Male Hair Advice at 9 million and 1.9 million, respectively.



Reddit page Male fashion advice

Reddit's community is also a keen way for brands to spot upcoming trends, as these users are often trendsetters and trend spotters.

Many times these communities can make an impact in a big way, with Reddit noting that one woman created a thread to help find a skincare routine for her autistic brother. Many others help find skincare routines or makeup plans that they feel as though changes their lives.

Additional insight

Beauty marketers have been early adopters of digital and influencer marketing, which have now proved to be effective for 98 percent of the industry.

Eighty-four percent of beauty brands have claimed to work with an influencer online in the past year, according to a survey from Celebrity Intelligence. The report says that for every 1 pound, or \$1.34 at current exchange, brands earned 8.81 pounds, or \$11.81, for an average positive return on investment ([see story](#)).

Beauty brands are also investing more heavily into social media and influencer marketing than their peers in fashion and luxury, according to another report.

Launchmetrics' "Beauty Redefined" ebook notes that there has been a 23 percent drop in print advertising value for beauty labels between 2013 and 2017, with the category putting more focus on digital marketing. As the industry sets its sights on millennials, influencers are playing a significant role in driving awareness and engagement for consumers who prefer to research online ([see story](#)).

"The conversation in top beauty communities showcase both breadth of topics and interests and depth of

engagement," Ms. Cassis said.

"On Reddit, the beauty community is a highly engaged group, not just an audience of lurkers," she said. "In fact our own data shows that contributors to Reddit's beauty communities have a 40 percent higher than average comment length."

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