

FRAGRANCE AND PERSONAL CARE

## TikTok reigns supreme in pushing beauty trends: report

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*TikTok beauty trends are accelerating consumer interest in specific products and services. Image credit: Stylight*

By NORA HOWE

As summer quickly approaches, beauty consumers are turning to video-sharing platform TikTok for new trends and products suited for the warmer months.

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While 2020 was a difficult year for sponsored influencer content budgets, influencer marketing platform **Traackr** found that TikTok saw a 164 percent increase in sponsored beauty posts and a 481 percent increase in engagement. Online shopping platform **Stylight** has identified five key beauty trends that are currently buzzing on TikTok and influencing the online beauty sector.

"The past year has turned TikTok into a place for self-expression," said Ilenia Sarman, head of brand content marketing at Stylight, Bavaria. "The content that is shared is seen as authentic, unfiltered and more relatable.

"TikTok often shows a life that is closer to normal a sort of goodbye to the perfect pictures showing a perfect' life, like on Instagram," she said. "Especially for the fashion and beauty industry, it has contributed to strengthening sub-cultures and creating a new community of young people that do not have to fit into a standardized framework, and that is extremely powerful."

This report is based on Stylight's internal data collected from 120 million annual users on its global platforms. From Jan. 1 to April 20, 2021, the company analyzed clicks on different beauty brands and categories, and compared the results to the same period in 2020.

Stylight also took data from external sources such as TikTok for the number of hashtags for a given trend and Google Trends.

### #BeautyTrends

When it comes to finding beauty tips and inspiration, older generations typically turn to trusted beauty websites or apps, while younger demographics turn to social media, specifically TikTok.

According to Traackr, TikTok is the only platform to have seen substantial growth in this area while the number of sponsored posts is decreasing on other platforms.

Stylight states that the number one beauty and self-care trend on TikTok is gua sha, the practice of using a tool to apply pressure in a consistent motion to relieve tension in the face and neck area.

@marimonetskincare Thank me later! ##guasha  
##fyp ##chinesemedicine ##botox ##fillers  
##skincare ##naturalskincare  
##marimonetskincare Unlock it (Lock It) [Jeff  
Prior Mix] - Charli XCX

So far, the hashtag #GuaSha has reached 286.5 million views on the platform. According to Google Trends, search interest for the keyword "gua sha" has increased 468 percent since the beginning of 2021.

Evidently, consumers are responding to these trends by seeking out the products. Stylight saw interest in the facial massage accessories increase more than 215 percent on its platform, as well as a 700 percent spike in jade stone searches.

The second most popular beauty trend on TikTok is the lipstick challenge, which prompts users to try and keep red lips all day long, despite wearing a mask. The challenge alone has more than 755.8 million views on TikTok, and one specific product has gone viral, the NYX Shine Loud long-wear lip gloss.

On Stylight's platforms, there was a 158 percent increase in clicks for the liquid lipstick category, as well as a 407 percent increase in clicks for the lip pencil category.

TikTok users are also interested in natural, glowing skin for summer. KVD's vegan Beauty Good Apple Skin-Perfecting Foundation Balm has been going viral for its matte coverage, 100 percent recyclable packaging and 40 different shades, with 66.4 million views on #KYDfoundation.

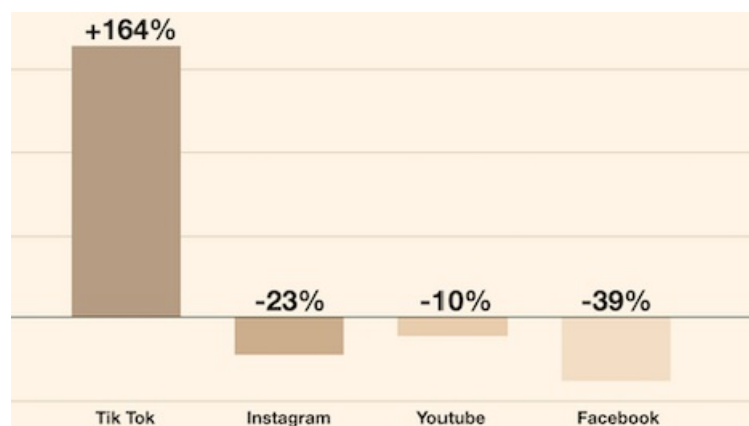
Toners have also become a must-have for skincare this year as a way to hydrate, soothe and minimize pores. One of the most popular toners on TikTok this year has been Pixi's Glow Tonic, with over 202,000 views on #PixiGlowTonic.

Stylight has also experienced the surge in interest, with clicks on the KVD brand and Pixi's Glow Tonic increasing by 1,200 percent and 300 percent, respectively.

As consumers are beginning to prepare their skin for summer, there have been more than 115 million views for #BodyScrub on TikTok. Users on the platform are saying goodbye to loofahs made from harsh materials and are turning to plant-based exfoliating gloves.

Stylight has seen a 262 percent increase in the body scrub category on its platforms, and exfoliating gloves have had a 84 percent click increase.

Recently, a predominant hair trend has been to use rice water to promote healthy, shiny and strong hair. TikTok users have mastered the technique with the #RiceWaterChallenge, which has more than 69 million views.



*Increase in sponsored beauty posts in 2020. Image credit: Traackr*

The sixth top beauty trend on TikTok is a blast from the past, the French manicure. Social media influencers have been touting the classic nail design, but instead of white tips, they use bright individual colors for each nail, creating

a rainbow effect.

There has been over 11 million views on TikTok for #FrenchTipNails and over 38,000 views on #ColoredFrench.

Stylight saw that among the 150 most clicked nail polishes, there was an increase of brightly colored nail polishes by 127 percent compared to 2020.

### Spotlight on TikTok

Luxury brands have an opportunity to build trust with consumers by incorporating TikTok into their marketing strategies.

Brands do not necessarily have to create the trend, but they should know how to appropriately use and interact with it.

Italian fashion house Gucci jumped on a trend that a young TikTok user started, #GucciModelChallenge, where the narrator describes elements commonly found in the brand's editorial ads while donning whatever they have in their closet that best matches the narrative ([see story](#)).

Italian accessories label Furla used a branded hashtag challenge to encourage users to replicate dance moves to a bespoke soundtrack driving over 124 million views, brands are jumping on the opportunity to connect and engage with younger audiences found on the short-form video app ([see story](#)).

"Since it is still in an early stage, now might be the right moment for brands to test this channel even without having huge marketing budgets," Stylight's Ms. Sarman said. "However, in a channel where users are looking for authenticity, a brand must create content that is engaging.

"On top of more traditional' in-video ads, there are several creative options that can be tried now to benefit from the most engaged social community of the moment," she said. "A brand could reach the goals that nowadays seem unachievable via other social channels: reach, engagement, and community growth."