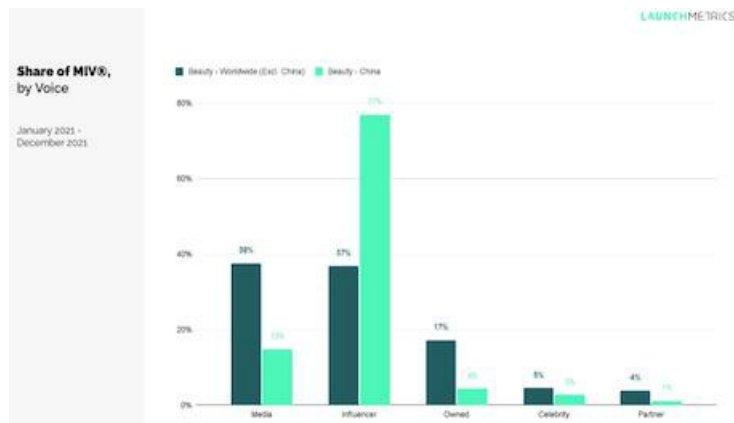


FRAGRANCE AND PERSONAL CARE

Celebrities cede ground in beauty sector to social media influencers: Launchmetrics

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China's population places more trust in social influencer recommendations than celebrity cosigns when deciding on beauty purchases. Image credit: Launchmetrics

By MARYBETH CONNAUGHTON

Celebrity impact in the beauty sector has waned as consumers increasingly look to social media influencers when making purchasing decisions, a new study by Launchmetrics reveals.

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The **Business of Beauty S1 2022 Report** has measured hundreds of brands by way of Media Impact Value (MIV), an algorithm developed by the software company to determine the impact of influencer marketing on brand image. Launchmetrics' research finds that trust in celebrities has decreased, while social media influencers develop long-term relationships with more curated communities.

"Due to an increased desire for individual expression, and a higher trust in peer-to-peer recommendations, we note a shift in consumer behavior, which, instead of relying on mass influence generated by the celebrity Voice, drives engagement and favorability towards more niche brands and content creators with distinct audiences and a specific purpose," said Alison Bring, chief marketing officer at Launchmetrics, New York.

This global study was conducted between Jan. 1 and June 30, 2022, and is based on beauty-related queries as well as social media engagement in terms of "likes," comments, retweets and shares. Launchmetrics is a digital platform offering solutions to industry brand executives.

The Social Factor

Launchmetrics' findings reflect that social media is the main driver of MIV in the beauty industry.

Instagram and, to a lesser extent, Youtube, have generated \$2.8 billion and \$1.7 billion in MIV respectively in the first half of this year.

Yet, Instagram's year-over-year engagement is decreasing, and its average placement is much lower than platforms like Weibo and Tiktok, both of which overindexed in terms of efficiency, per the report. TikT ok, in particular, has shown the most growth, increasing beauty brands' MIV by 176 percent.

The study cites its shorter format as more appealing, and the platform's content as more entertaining and genuine.

Consumers are no longer interested in lengthy and detailed makeup tutorials, it seems. Many luxury brands are noting the power of TikTok to drive sales.

French leather goods brand Longchamp recently joined the platform in an effort to entice Gen Z consumers ([see story](#)).

French cosmetics giant Dior was propelled to the number one spot on Launchmetrics' list. The brand's top media channel was social, and its top promotional Voice, influencers, according to the report.

Dior earned over \$388 million in MIV, and though 87 percent can be attributed to sources besides celebrities, the remaining minority of the brand's media impact came from celebrity endorsements.

One famous faces, Korean singer Jisoon Kim, made a sizable splash on Instagram, in particular.

Engaging with her nearly 60 million Instagram followers, Ms. Kim posted Dior-related content that is credited with influencing younger generations while safeguarding the brand's venerated position. Of Dior's top ten content placements on the platform, eight featured the singer.

East vs. West

Also featured in among Launchmetrics' findings is the comparison between the influence of social media versus more traditional media on consumer behavior, as well as how that behavior varies between China and the rest of the world.

In the first half of 2022, the 741 beauty brands tracked in this study generated \$12.5 billion in MIV, as a result of 3.1 million media placements. 77 percent of MIV in China is attributed to the voice of influencers.

China, the study says, is one of the largest, most mobile-savvy and interconnected populations in the world, and drive social media platforms more than almost any other group. Content shared among users is considered honest and value-driven.

On the other side of the screen, influencers generate content they know their communities are interested in. Consumers buy influencers' recommendations with more confidence across the region, and volley back more confidence in the influencers' guidance.

Beauty consumers in China in particular turn to key opinion leaders on social media platforms like TikTok and Douyin. Western consumers still rely on a balance of social media, as well as print and brand-owned media channels to make their purchase decisions.

Beauty brands may consider this as they continue to navigate the consumer market going forward.

"With easily digestible and entertaining content gauging consumers' interest at the moment, brands are using [short format video content] to connect with wider audiences whilst championing their values and spreading the desired message," Ms. Bringe said.

"With all that in mind, brands should focus on leveraging the right voices within the right social platforms which would help them to better attract, connect and build loyal consumer bases."