

FRAGRANCE AND PERSONAL CARE

TikTok creators key to luxury beauty's current boom: Launchmetrics

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The report reveals that beauty brands that embraced influencer endorsements saw better profit returns than those that focused on traditional celebrities and media sponsorships. Image courtesy of Launchmetrics

By EMILY IRIS DEGN

TikTok influencers have more sway than ever before, as consumers increasingly prefer seeing their recommendations over those of celebrities.

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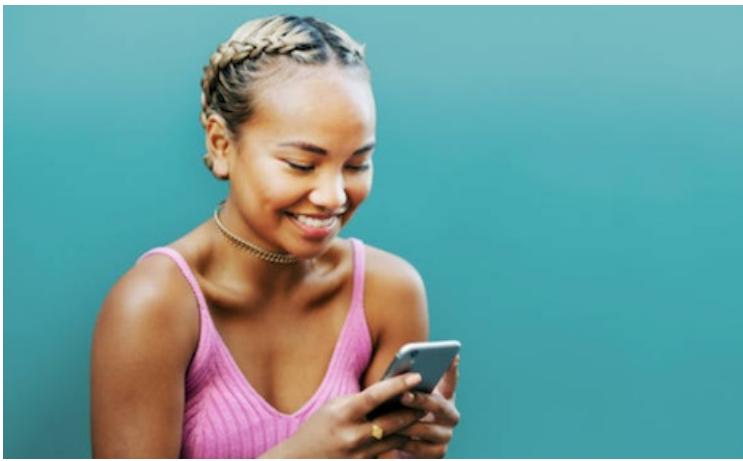
In *Beauty Insights by Launchmetrics: Top 700 Performers*, cloud technology platform Launchmetrics has identified luxury beauty's most successful marketing plights and trends, looking to the top 700 performers. The company breaks down the most successful tactics being employed across the industry, analyzing the results by both brands and regions.

For the report, Launchmetrics looked at global statistics drawn from search queries on 14 sites from July 1, 2022 through December 31, 2022, including Instagram, Youtube, Douyin, Wechat_Public, Facebook, TikTok and Twitter. Using an algorithm based on Artificial Intelligence Machine Learning and the company's 15 years of experience, Launchmetrics assigned a Media Impact Value (MIV) to the posts and interactions found to determine which marketing efforts were successful.

Peer reviews

With TikToks' MIV growing by up to 127 percent year-over-year, it is clear that consumers are turning more and more to the advice of their peers when it comes to making purchasing decisions.

Social media has not only democratized information, but who gets to provide it. Because of this power of platform, people are able to work with brands, advertise products and project their opinion to thousands or even millions of people, without needing to be experts in marketing or celebrities.



Consumers continue flocking to social media apps to shop. Image credit: Getty

As this new form of communication is not only widely available but free to everyone, social media promotions and marketing schemes are especially accessible to young people the rising power in consumer demographics.

As the demographic has not only grown accustomed to turning to peers for product recommendations, but has grown to prefer it, brands' inclusion of micro-influencer voices are more critical than ever before to building profit and brand loyalty with young people.

The report's findings show that micro-influencers' MIV is growing the quickest out of all influencer categories, beating out even million-follower "star" influencers thanks to an average growth of 7.5 percent year-over-year. Every other category is showing a decrease of MIV, as the smaller voices retain more loyal followers who provide higher levels of engagement.

Mid-tier influencers are also providing value to partnering brands, as Los Angeles vegan beauty brand UOMA Beauty discovered, according to the report. The group provided better MIV than even the partnering celebrities with the brand, demonstrating just how highly young people value the opinions of people closer to home.

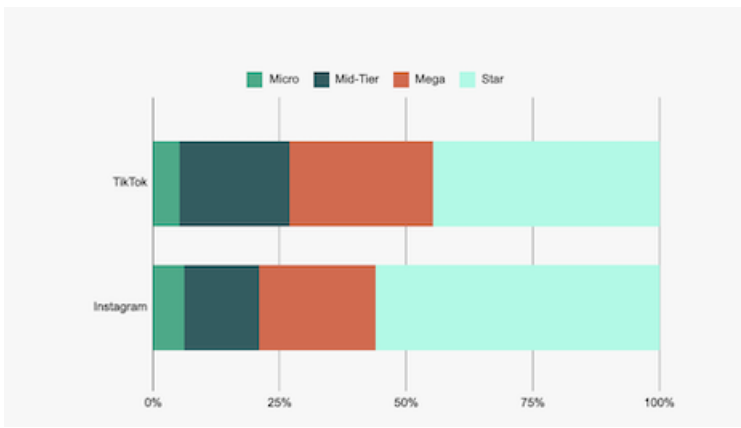


Influencers are taking over, with their strong engagement rates proving to be highly valuable to companies. Image courtesy of Launchmetrics

The demographic has grown up on social media, so while older consumers may still turn to traditional print for product reviews and advertising, young people are very much in the digital world. This was reflected in the report's findings, as digital media saw a 39 percent increase in engagement over the period year-over-year, while print media engagement decreased by 28 percent.

However, both forms of marketing held high MIV, with print media efforts having \$978 million MIV and digital efforts having a whopping \$1.5 billion MIV, showing that print marketing is not so much declining as it is shifting away from young people. The report explains that the Europe, Middle East and Asia regions of the world are a large reason why print media remains valuable, as the industry holds a deep heritage there and older consumers are quite engaged.

That said, with TikTok leading in terms of growth and engagement, the report indicates that brands that embraced the channel saw profitable returns.



TikTok is proving to be the key to beauty brands' success. Image courtesy of Launchmetrics

Other digital platforms such as Instagram are vying for that top spot, however, due to TikTok's strong algorithm in favor of smaller influencers, an advanced discovery process and tailored appeal to Gen Z consumers, it is unlikely that it will be overtaken. Instagram especially will have to rely on larger influencers and celebrities for endorsements instead, as while they do not offer as high of MIV for brands, they achieve higher results on the older platform with the higher number of millennials and Gen X consumers online.

Top 10 Beauty Brands, by Total MIV®

Brand Name	Parent Company	Price Point	Total MIV® \$2 2022	Top Voice
Dior	LVMH	Prestige	\$497M	Media
Lancôme	L'Oréal Group	Prestige	\$441M	Influencer
L'Oréal Paris	L'Oréal Group	Mass	\$429M	Influencer
MAC Cosmetics	Estée Lauder Companies	Prestige	\$388M	Influencer
Chanel	Chanel	Prestige	\$387M	Media
Shiseido	Shiseido	Prestige	\$254M	Media
Charlotte Tilbury	Puig	Prestige	\$247M	Influencer
Estée Lauder	Estée Lauder Companies	Prestige	\$235M	Media
Maybelline	L'Oréal Group	Mass	\$225M	Owned
NARS	Shiseido	Prestige	\$220M	Influencer

Most of the top-performing beauty brands are tuning to influencers for promotions. Image courtesy of Launchmetrics

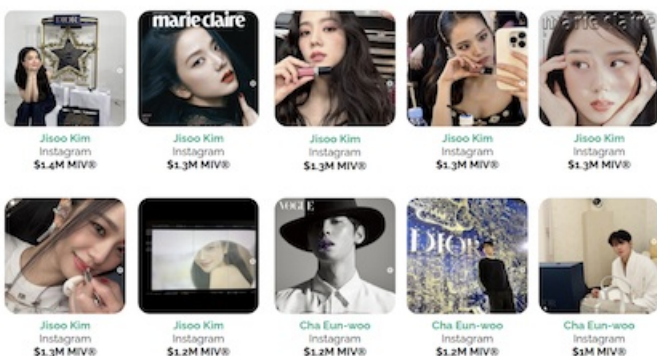
Overall, influencer involvement is proving to be the key to success for beauty worldwide. Half of the ten best-performing beauty brands' top voice was an influencer, signaling the shift towards relatable content, and the heightening power of the average person.

K-popping the bubble

One group that seemed to be able to stand against the success of influencers was K-pop celebrities.

French fashion house Dior held steady as the top-performing beauty brand despite its lack of influencer prioritization. Instead, the brand leaned into the K-pop craze, and it literally paid off.

The move did not alienate young consumers either, as Gen Z especially is a group filled with avid listeners to the celebrity group's music.



K-pop stars are proving to provide especially high MIV for luxury beauty brands, which could be an alternative to brands unlikely to embrace TikTok. Image courtesy of Launchmetrics

Many luxury brands are catching on, hoping to bring in a new generation of shoppers, including U.S. jeweler Tiffany

& Co. ([see story](#)). The brand named K-pop singer Jimin as its newest ambassador in a strategic move.

A prestigious line-up of luxury fashion brands are following suit, with accompanying social media campaigns blowing up the internet with unprecedented engagement from young shoppers ([see story](#)).

Dior's approach especially has been perfectly suited to both young and older consumers, as the brand kept in mind the traditional preferences of older consumers and embraced company heritage, while simultaneously stepping into the future.

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