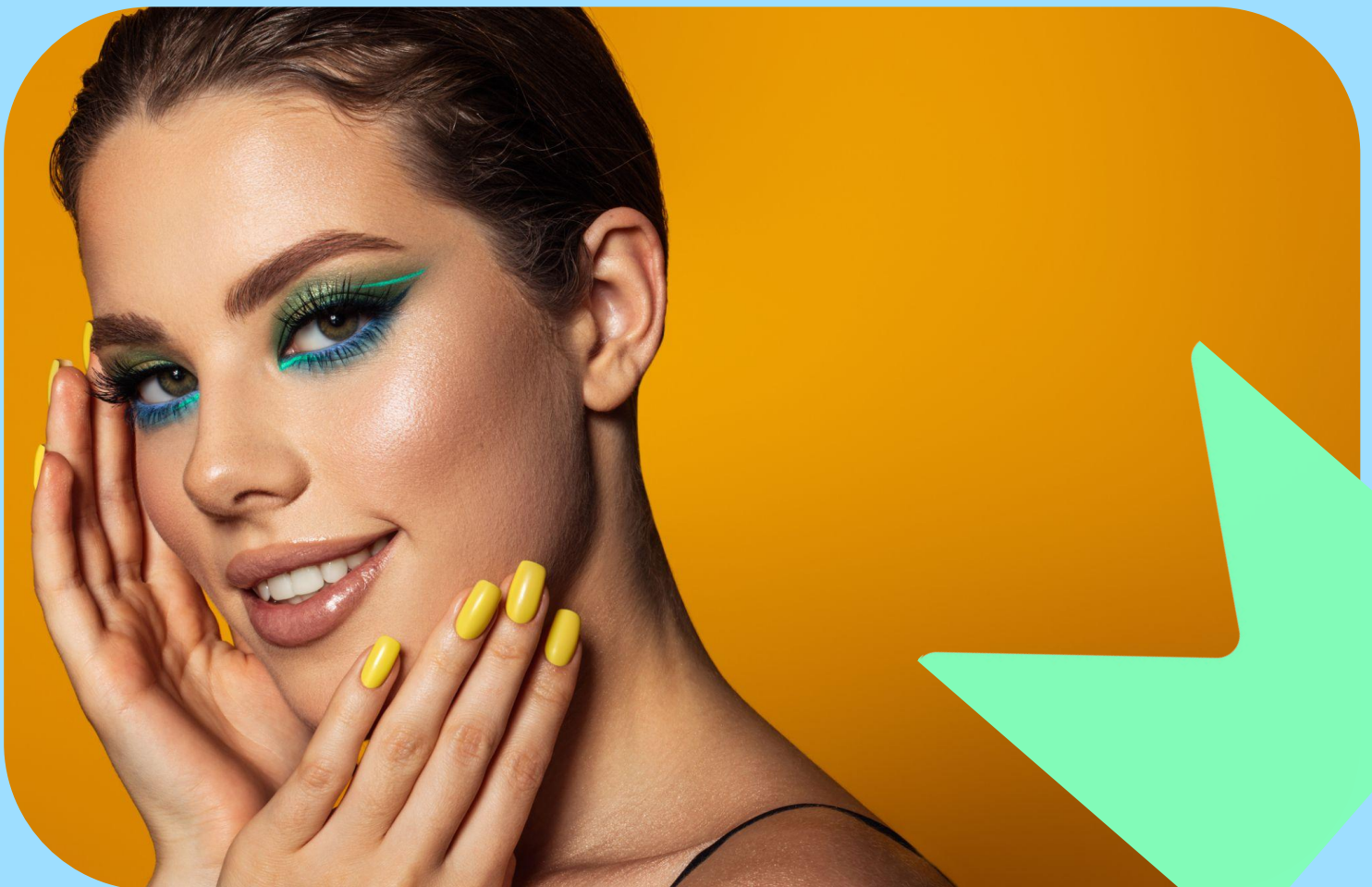
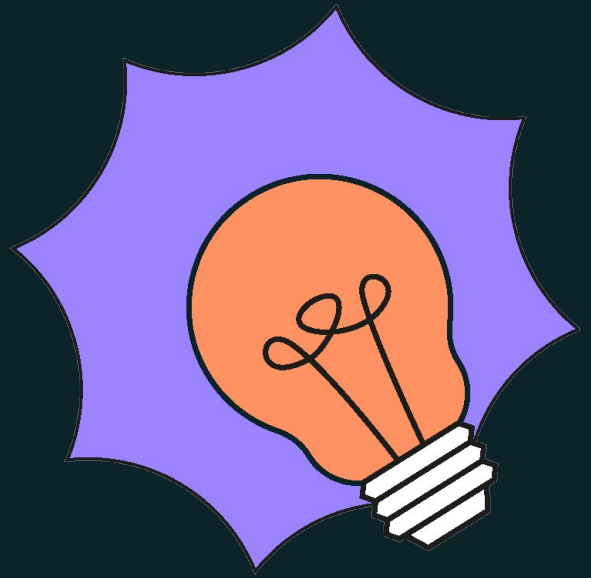


TOP 100

# BEAUTY BRANDS MENTIONED ON **TIKTOK** IN 2025





## Introduction

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**TikTok** continues to be a powerhouse for beauty marketing in 2025, and the UK market is no exception. The first half of the year shows just how fiercely competitive the platform has become, with brands scaling both volume and strategy to engage creators and audiences at scale.

**L'Oréal Paris** secures the **#1 spot in the UK** TikTok ranking with a **massive £238.5M in Earned Media Value (EMV)**, generated through over 14,500 contents and nearly 5,000 KOLs. Its dominance isn't just local — the brand also leads the European TikTok ranking, setting the benchmark for the entire continent.

UK-born brands, however, are slightly less dominant at the top. **Charlotte Tilbury** is the only British name in the top 10, landing at **#6** in the UK ranking with **£102.7M EMV**, and ranking just outside the top 5 across Europe. While not leading the chart, Charlotte Tilbury remains a strong performer thanks to its high-volume campaigns and loyal KOL network.

Meanwhile, international brands like **Huda Beauty** (originally based in Dubai) and **YSL Beauty** (France) continue to climb, reflecting the global nature of TikTok's beauty influence. Skincare brands like **CeraVe**, **La Roche-Posay**, and **Kiehl's** are also on the rise, confirming a wider trend: performance on TikTok is less about nationality, and more about creator-first content that connects.

In short, while UK brands are present, they are not leading — and the competition from global players is only intensifying.

**Want to know which brands are winning attention, clicks, and conversions on TikTok?** Dive into Kolsquare's full **2025 Beauty Rankings** for exclusive insights and data.

## Methodology

This study, drawing on an analysis of Kolsquare data, delineates the performance of brands within the beauty sector— skincare, make-up, fragrance and haircare – globally from January 2025 to June 2025.

The study evaluated millions of influencers on Kolsquare. A total 166,376 profiles with more than 5,000 followers referenced one of the 1,000 beauty brands featured in the report.

The 398,920 contents analysed from January 2025 to June 2025 were pinpointed through brand mentions on TikTok.



## Want to know more ?

In this highly anticipated report, we proudly present the definitive ranking of the top 100 brands in the beauty industry, meticulously curated based on their Earned Media Value (EMV) across on TikTok. This ranking serves as a benchmark of excellence, showcasing the brands that have captivated audiences and dominated the digital landscape with their innovative strategies and compelling content. However, **our analysis doesn't stop there**. For those hungry for a deeper dive into the beauty zeitgeist, our comprehensive report delves into the inner workings of over **1,000 brands** offering insightful KPIs that provide a nuanced understanding of each brand's performance.

Gain invaluable insights into market trends, audience engagement, and the evolving dynamics of digital marketing in the beauty sphere. Ready to elevate your brand's digital presence and strategy?

**Want more? Our expert team is happy to demonstrate how your brand can rank among the top influencer marketing players on TikTok through the power of data. We offer a free consulting session and a personalised demo of Kolsquare's data-driven KOL marketing platform, designed to elevate your digital presence and strategy with lasting results.**

**Simply click the button below to book your demo!**

[Book a demo !\[\]\(0d5ec72f61334709c3fc9450209b754f\_img.jpg\)](#)



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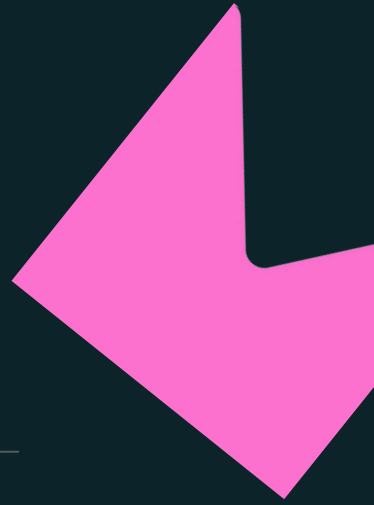
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# 3

## Europe: Top 100 beauty brands on TikTok in 2025



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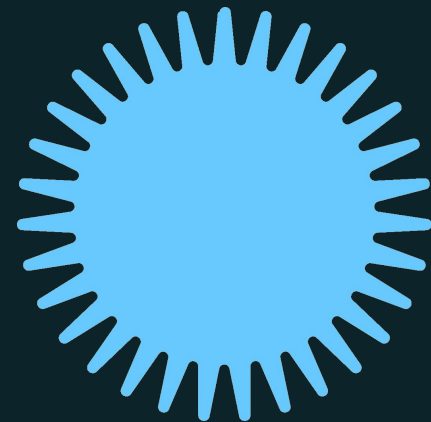
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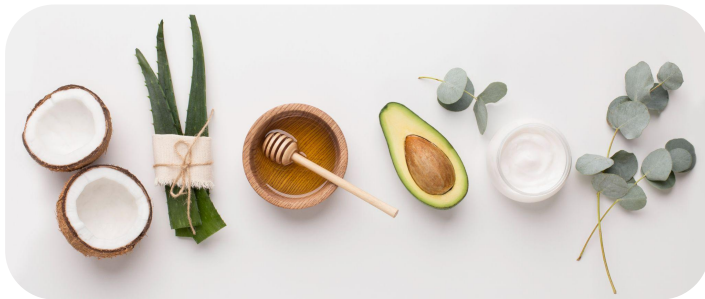
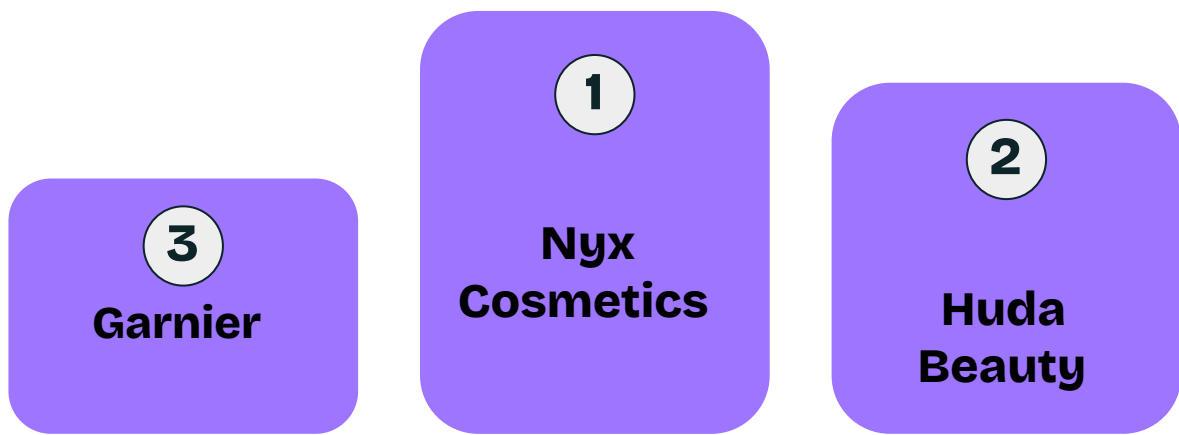
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# UK: Top 100 beauty brands on TikTok in 2025





# TOP 3 BEAUTY BRANDS BY EMV ON TIKTOK



**Nyx Cosmetics** leads the pack on UK TikTok in H1 2025, generating an impressive **£31.2M in EMV** across more than **4,000 pieces of content**. With nearly **1,000 creators** activating the brand, the American make-up giant continues to dominate Gen Z feeds through bold, high-volume campaigns. Close behind, **Huda Beauty** claims second place with £28M in EMV, leveraging its global appeal and sleek product storytelling to drive strong engagement (5.9%). In third place, **Garnier** – part of the L'Oréal group – stands out as the only brand in the top 3 spanning both skincare and haircare, reaching £24.1M in EMV thanks to a steady stream of creator-led tutorials and everyday beauty content. Notably, no UK-origin brand makes it into the top 3, a contrast with other European markets where domestic names are gaining ground.

## What is EMV ?

The EMV or Earned Media Value is calculated by comparing the total engagement related to a brand - i.e. likes, comments, shares - and the cost of these different engagements.

It enables us to define the ROI of KOL marketing and to identify the performance of beauty brands on social networks.



Rank	Δ 2024	Brand	TikTok mention	Total EMV	Total Contents	Total KOLs	ER
1	→0	<b>NYX Cosmetics</b>	nyxcosmetics_uk	£31,260,296	4,018	986	4.9%
2	↗4	<b>Huda Beauty</b>	hudabeauty	£27,976,854	4,134	955	5.9%
3	↗4	<b>Garnier</b>	garnieruki	£24,162,742	2,994	949	2.5%
4	↘-1	<b>Charlotte Tilbury</b>	charlottetilbury	£21,661,705	3,438	1,113	4.6%
5	↘-5	<b>Rimmel London</b>	rimmellondon	£16,690,060	2,703	796	2.9%
6	↗2	<b>M·A·C Cosmetics</b>	maccosmetics	£15,645,274	2,136	673	5.0%
7	↗12	<b>Made By Mitchell</b>	madebymitchell	£15,108,712	4,241	837	2.9%
8	↗7	<b>Plouise Cosmetics</b>	plmakeupacademy	£14,400,117	5,568	562	1.5%
9	↗13	<b>NARS</b>	narscosmetics	£13,160,046	2,075	702	5.8%
10	↗2	<b>Benefit Cosmetics</b>	benefituk	£11,709,038	1,172	401	4.0%
11	↗6	<b>Superdrug</b>	superdrug	£11,379,811	1,068	542	4.2%
12	↗6	<b>HNB Cosmetics</b>	hnbcosmetics	£10,438,164	2,148	398	3.3%
13	↗12	<b>YSL Beauty</b>	yslbeauty	£10,349,629	1,529	523	5.0%
14	↗9	<b>Fenty Beauty</b>	fentybeauty	£10,224,537	1,591	573	5.7%
15	↘-5	<b>Lookfantastic</b>	lookfantastic	£10,113,135	1,142	421	3.0%
16	↗10	<b>BPerfect Cosmetics</b>	bperfectcosmetics	£9,956,527	3,467	680	1.7%
17	↘-4	<b>CeraVe</b>	cerave	£9,815,195	919,000	375	3.1%
18	↗13	<b>The Beauty Crop</b>	thebeautycrop	£9,574,453	2,700	494	2.5%
19	↘-8	<b>Rare Beauty</b>	rarebeauty	£9,483,208	1,920	557	5.1%
20	↘-22	<b>Jordana Ticia Cosmetics</b>	jordanaticiacosmetics	£9,357,081	1,015	212	4.6%
21	↗15	<b>Kylie Cosmetics</b>	kyliecosmetics	£9,137,493	1,445	459	4.0%
22	↗24	<b>ghd</b>	ghdofficial	£8,749,424	808	416	6.9%
23	↗42	<b>L'Oréal Paris</b>	lorealparis	£8,641,678	1,124	508	2.5%
24	→0	<b>La Roche-Posay</b>	larocheposay	£8,252,676	871	397	2.8%
25	↘-4	<b>Collection Cosmetics</b>	collectioncosmetics	£7,876,189	1,116	327	3.9%



Rank	Δ 2024	Brand	TikTok mention	Total EMV	Total Contents	Total KOLs	ER
26	↗2	<b>Space NK</b>	spacenk	£7,837,617	1,747	592	4.5%
27	↗26	<b>Refy Beauty</b>	refybeauty	£7,223,714	1,654	558	4.0%
28	↗74	<b>Armani Beauty</b>	armanibeauty	£7,129,195	1,051	410	6.2%
29	→0	<b>Hourglass</b>	hourglasscosmetics	£7,019,016	1,216	441	4.3%
30	↗3	<b>Sephora</b>	sephorauk	£6,979,110	1,388	476	11.3%
31	↗38	<b>Byoma</b>	byoma	£6,820,337	1,076	340	5.3%
32	↘-23	<b>Doll Beauty</b>	__dollbeauty__	£6,711,489	1,076	273	4.0%
33	↘-3	<b>NYX Cosmetics</b>	nyxcosmetics	£6,559,508	590	257	13.0%
34	↘-7	<b>Tatcha</b>	tatcha	£6,488,787	845	337	3.4%
35	↘-21	<b>Kosas</b>	kosas	£6,118,539	1,341	352	3.2%
36	↘-2	<b>Milk Makeup</b>	milkmakeup	£6,108,113	904	321	4.6%
37	↗10	<b>Urban Decay</b>	urbandecaycosmetics	£5,844,407	945	372	3.1%
38	↗19	<b>Lancôme</b>	lancome.official	£5,755,892	898	371	3.4%
39	↘-19	<b>Makeup Revolution</b>	makeuprevolution	£5,640,823	1,475	358	3.2%
40	↘-8	<b>Beauty Bay</b>	beautybay	£5,635,317	914	275	5.1%
41	↘-3	<b>Rhode Skin</b>	rhode	£5,530,093	1,888	520	3.9%
42	↘-3	<b>Dove</b>	dove	£5,040,142	383	199	12.4%
43	↘-38	<b>L'Oréal Professionnel</b>	lorealpro	£4,991,211	252	133	5.1%
44	↗14	<b>Too Faced</b>	toofaced	£4,869,923	871	365	4.5%
45	↘-3	<b>Sol de Janeiro</b>	soldejaneiro	£4,547,511	1,091	470	3.9%
46	↗142	<b>Maybelline</b>	maybelline	£4,502,682	662	250	3.3%
47	↘-31	<b>Haus Labs</b>	hauslabs	£4,374,114	718	236	6.8%
48	↗19	<b>Anastasia Beverly Hills</b>	anastasiabeverlyhills	£3,855,503	668	281	4.5%
49	↗42	<b>Aveeno</b>	aveenoukire	£3,823,385	216	104	5.5%
50	↗45	<b>e.l.f. Cosmetics</b>	elfcosmetics	£3,724,637	808	447	3.7%



Rank	Δ 2024	Brand	TikTok mention	Total EMV	Total Contents	Total KOLs	ER
51	↗48	<b>Morphe Brushes</b>	morpheofficial	£3,706,249	879	339	3.9%
52	↘-8	<b>Summer Fridays</b>	summerfridays	£3,625,385	793	345	6.8%
53	↗48	<b>Lottie London</b>	lottielondon	£3,604,427	174	76	3.6%
54	↘-11	<b>Living Proof</b>	livingproofinc	£3,330,471	208	129	4.0%
55	↗13	<b>Clinique</b>	cliniqueuk	£3,148,621	520	240	4.2%
56	↘-21	<b>Redken France</b>	redken	£3,092,394	308	118	12.8%
57	↗22	<b>Laura Mercier</b>	lauramercier	£3,089,165	553	287	3.8%
58	↘-6	<b>ONE/SIZE</b>	onesize	£3,068,835	400	170	5.0%
59	↘-22	<b>KIKO Milano</b>	kikomilano	£3,062,238	679	282	4.6%
60	↗21	<b>Vieve</b>	vievemuse	£2,954,016	941	259	2.8%
61	↘-2	<b>Gisou</b>	gisou	£2,829,005	720	286	6.0%
62	↗18	<b>Caudalie</b>	caudalie	£2,802,075	952	328	2.7%
63	↗96	<b>The Ordinary</b>	theordinary	£2,788,307	1,214	568	2.6%
64	↗105	<b>No7</b>	no7	£2,628,190	407	164	2.4%
65	↗28	<b>Tatti Lashes</b>	_tattilashes	£2,600,706	753	263	4.4%
66	↗26	<b>UKLash</b>	uklash	£2,583,967	589	356	1.8%
67	↗36	<b>Valentino Beauty</b>	valentino.beauty	£2,275,347	166	83	4.8%
68	↗16	<b>Tarte Cosmetics</b>	tartecosmetics	£2,236,524	271	127	3.8%
69	↗236	<b>IT Cosmetics</b>	itcosmetics	£2,192,415	183	85	3.7%
70	↗6	<b>Benefit Cosmetics</b>	benefitcosmetics	£2,125,110	483	265	3.2%
71	↗4	<b>Iconic London</b>	iconic.london	£1,989,777	940	293	1.6%
72	↗43	<b>OFRA Cosmetics</b>	ofracosmetics	£1,923,717	10	7	101.5%
73	↗13	<b>Ole Henriksen</b>	olehenriksen	£1,883,392	588	229	3.3%
74	↘-10	<b>Olaplex</b>	olaplex	£1,876,082	269	156	7.7%
75	↗80	<b>Beauty Works</b>	beautyworks	£1,841,996	549	320	2.3%



Rank	Δ 2024	Brand	TikTok mention	Total EMV	Total Contents	Total KOLs	ER
76	↗63	<b>Vichy</b>	vichylaboratoires	£1,805,105	144	74	2.8%
77	↗71	<b>SHEGLAM</b>	sheglam	£1,778,991	488	186	1.2%
78	↗40	<b>Elemis</b>	elemis_uki	£1,776,385	1,038	411	2.6%
79	↘-19	<b>Milani Cosmetics</b>	milanicosmetics	£1,678,185	300	118	4.2%
80	↗2	<b>Hanbang Skincare</b>	beautyofjoseon_official	£1,578,773	554	280	2.1%
81	↗54	<b>ColourPop</b>	colourpopco	£1,566,091	337	64	4.0%
82	↗52	<b>The INKEY List</b>	theinkeylist	£1,540,809	828	355	1.7%
83	↗22	<b>Drunk Elephant</b>	drunkelephant	£1,529,636	371	209	2.0%
84	↗155	<b>Danessa Myricks Beauty</b>	danessamyricksbeauty	£1,527,218	286	105	10.6%
85	↗83	<b>KVD Beauty</b>	kvdbeauty	£1,489,607	134	55	5.6%
86	↗12	<b>Wella</b>	wellahair	£1,416,894	165	65	3.5%
87	↗58	<b>Yepoda</b>	yepoda	£1,395,713	357	136	1.5%
88	↗19	<b>Voduz</b>	voduzhair	£1,392,041	511	132	2.0%
89	↘-33	<b>Bobbi Brown</b>	bobbibrownuk	£1,372,650	239	144	4.1%
90	↗23	<b>Garnier</b>	garnierfr	£1,322,543	213	147	3.6%
91	↘-41	<b>Give Me Cosmetics</b>	givemecosmetics	£1,294,631	912	440	0.8%
92	↘-18	<b>Peaches &amp; Cream Makeup</b>	peachesmakeup	£1,232,347	575	222	2.1%
93	↗19	<b>Make Up For Ever</b>	makeupforever	£1,216,378	259	113	8.9%
94	→0	<b>Bondi Sands</b>	bondisands	£1,197,550	252	156	2.5%
95	↗21	<b>Estée Lauder</b>	esteelauder	£1,149,391	245	139	4.5%
96	↗27	<b>Unicorn Cosmetics</b>	unicorncosmetics	£1,092,819	265	105	1.5%
97	↘-14	<b>TRESemmé</b>	tresemmeuki	£1,080,077	155	95	2.5%
98	↗21	<b>Glossier</b>	glossier	£1,057,711	437	210	3.3%
99	↗27	<b>Avon</b>	avon_uk	£1,039,455	121	76	2.3%
100	↘-14	<b>Sephora</b>	sephora	£1,024,370	336	187	11.3%

# 2

## UK: Top 10 brands by segment



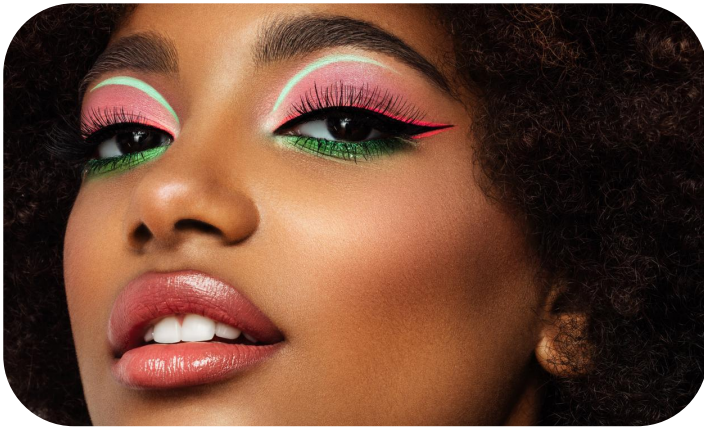


# A- TOP 10 Make-up brands by EMV on TikTok

**3**  
**Nyx  
Cosmetics**

**1**  
**Huda Beauty**

**2**  
**Charlotte  
Tilbury**

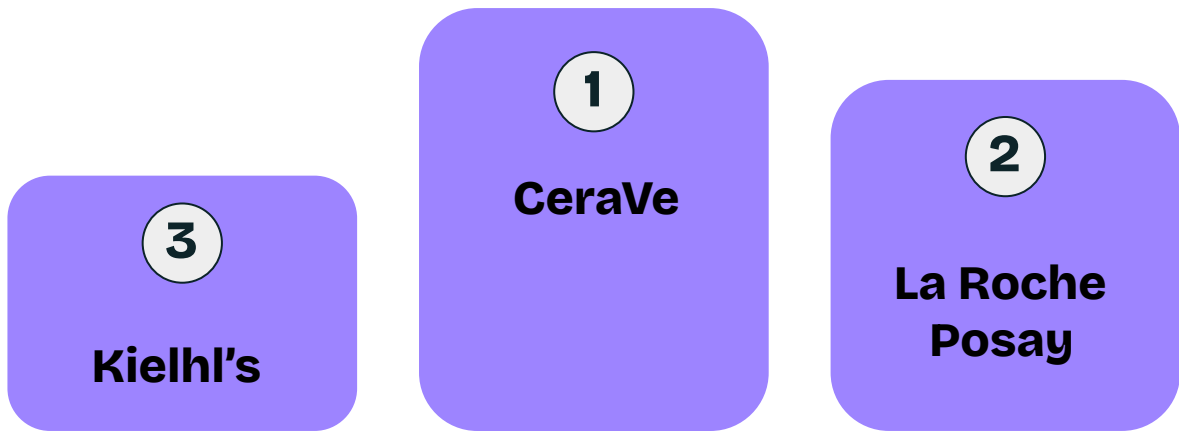


In the first half of 2025, **Huda Beauty** emerges as the top make-up brand on TikTok in the UK, climbing one spot to reach the #1 position. The brand generated a staggering £121.6M in Earned Media Value (EMV) through more than 15,000 pieces of content, activated by over 4,000 KOLs, with a strong 6.3% engagement rate. Close behind, **Charlotte Tilbury** rises two positions to take second place with £102.6M EMV and nearly 9,000 TikTok videos—a clear sign of the brand's sustained momentum and loyal creator base. **NYX Cosmetics**, while dropping two places, remains a strong contender. With £101.3M EMV, over 5,000 contents, and a 5.4% engagement rate, it proves that volume and community connection still make a big impact.

Rank	Δ 2024	Brand	TikTok mention	Total EMV	Total Contents	Total KOLs	ER
1	↗1	<b>Huda Beauty</b>	hudabeauty	£121,648,926	15,125	4,009	6.3%
2	↗2	<b>Charlotte Tilbury</b>	charlottetilbury	£102,692,314	8,796	3,092	5.3%
3	↘-2	<b>NYX Cosmetics</b>	nyxcosmetics_fr	£101,356,270	5,166	1,329	5.4%
4	↗4	<b>Rare Beauty</b>	rarebeauty	£70,996,183	7,150	2,522	6.3%
5	→0	<b>MAC Cosmetics</b>	maccosmetics	£55,038,678	7,085	2,632	5.1%
6	↘-3	<b>Maybelline</b>	maybelline	£53,628,268	4,857	1,862	4.9%
7	→0	<b>Fenty Beauty</b>	fentybeauty	£49,358,259	5,787	2,209	5.3%
8	↗14	<b>Kosas</b>	kosas	£45,573,235	2,861	942	4.5%
9	↗19	<b>Hourglass</b>	hourglasscosmetics	£43,256,410	2,403	904	6.1%
10	→0	<b>Rimmel London</b>	rimmellondon	£42,986,847	5,004	1,77	3.3%



# A- TOP 10 skincare brands by EMV on TikTok



**CeraVe** leads the UK skincare scene on TikTok in H1 2025, generating an EMV of £107.4M from 3,695 KOLs. Its high engagement rate (5.6%) and nearly 1.8B views confirm its popularity.

**La Roche-Posay** drops to second with £105.2M EMV, while **Kiehl's** jumps 13 spots to third, earning £57.7M—proof that heritage skincare still resonates with creators.

Rank	Δ 2024	Brand	TikTok mention	Total EMV	Total Contents	Total KOLs	ER
1	↗2	<b>CeraVe</b>	cerave	£107,403,556	3,695	1,801	5.6%
2	↘-1	<b>La Roche-Posay</b>	larocheposay	£105,220,100	4,421	2,238	4.8%
3	↗13	<b>Kiehl's</b>	kiehls	£57,716,929	2,237	1,234	4.9%
4	↗3	<b>Caudalie</b>	caudalie	£54,361,957	3,224	1,339	7.6%
5	↘-3	<b>Garnier</b>	garnierfr	£54,134,980	2,419	1,353	5.7%
6	↗15	<b>Rhode Skin</b>	rhode	£49,765,738	3,677	1,287	4.9%
7	↘-3	<b>Vichy</b>	vichylaboratoires	£49,031,966	2,279	1,211	5.3%
8	↗2	<b>Sol de Janeiro</b>	soldejaneiro	£48,899,016	3,896	1,763	6.1%
9	↗9	<b>The Ordinary</b>	theordinary	£48,887,817	3,326	1,692	5.3%
10	↗2	<b>Erborian</b>	erborianfr	£38,699,231	1,677	754	13.7%



# A- TOP 10 haircare brands by EMV on TikTok

**3**  
**L'Oréal Professionnel**

**1**  
**Garnier**

**2**  
**ghd**



**Garnier** holds firmly to the top spot in the UK haircare category on TikTok for H1 2025, with an **EMV of £24.1M** across nearly 3,000 content pieces.

**ghd** stays steady at #2, with a notably strong 6.9% engagement rate from 808 posts.

**L'Oréal Professionnel** also maintains its position at #3, generating close to £5M in EMV—proof of its continued relevance among pro beauty creators.

Rank	Δ 2024	Brand	TikTok mention	Total EMV	Total Contents	Total KOLs	ER
1	→0	<b>Garnier</b>	garnieruki	£24,162,742	2,994	949	2.5%
2	→0	<b>ghd</b>	ghdofficial	£8,749,424	808	416	6.9%
3	→0	<b>L'Oréal Professionnel</b>	lorealpro	£4,991,211	252	133	5.1%
4	↗6	<b>Redken France</b>	redken	£3,092,394	308	118	12.8%
5	→0	<b>Gisou</b>	gisou	£2,829,005	720	286	6.0%
6	↗1	<b>Olaplex</b>	olaplex	£1,876,082	269	156	7.7%
7	↗5	<b>Beauty Works</b>	beautyworks	£1,841,996	549	320	2.3%
8	↗3	<b>Wella IT</b>	wellahair	£1,416,894	165	65	3.5%
9	↗10	<b>VODUZ</b>	voduzhair	£1,392,041	511	132	2.0%
10	→-1	<b>Tresemme</b>	tresemmeuki	£1,080,077	155	95	2.5%



# A- TOP 10 fragrances brands by EMV on TikTok

3

**LE LABO**  
Fragrances

1

**Maison Francis Kurkdjian**

2

**Parfums de Marly**



Fragrance finds its voice on TikTok, with **Maison Francis Kurkdjian** climbing to the #1 spot in the UK for H1 2025, earning **£437K EMV** from just 77 content pieces and a standout 12.6% engagement rate.

Close behind, **Parfums de Marly** also gains one spot to secure #2 with £430K EMV. **LE LABO Fragrances** makes the biggest leap, rising nine positions to land at #3, thanks to high-impact content and strong engagement (11.3%).

Rank	Δ 2024	Brand	TikTok mention	Total EMV	Total Contents	Total KOLs	ER
1	↑1	<b>Maison Francis Kurkdjian</b>	maisonfranciskurkdjian	£437,827	77	33	12.6%
2	↑1	<b>Parfums de Marly</b>	parfumsdemarly_paris	£430,805	92	24	8.1%
3	↑9	<b>LE LABO Fragrances</b>	lelabofragrances	£263,487	42	31	11.3%
4	↑4	<b>Penhaligons</b>	penhaligons	£257,683	107	49	3.8%
5	↑8	<b>Acqua di Parma</b>	acquadiparma	£225,378	22	15	3.2%
6	↓1	<b>Bath &amp; Body Works</b>	bathandbodyworks	£204,308	66	42	1.9%
7	↓6	<b>Kilian Paris</b>	kilianparis	£120,101	86	37	3.3%
8	↓2	<b>Diptyque</b>	diptyque	£72,913	29	27	1.7%
9	↑2	<b>Ex Nihilo Paris</b>	exnihiloparis	£63,017	15	9	3.8%
10	↑7	<b>Narciso Rodriguez</b>	narcisorodriguezparfums	£49,116	21	16	3.3%

3

# Europe: Top 100 beauty brands on TikTok in 2025





Rank	Δ 2024	Brand	TikTok mention	Total EMV	Total Contents	Total KOLs	ER
1	→0	L'Oréal Paris	lorealparis	€238,524,294	14,523	4,957	4.4%
2	↗2	Huda Beauty	hudabeauty	€121,648,926	15,125	4,009	6.3%
3	↗4	YSL Beauty	yslbeauty	€107,821,433	7,821	2,884	5.5%
4	↗6	CeraVe	cerave	€107,403,556	3,695	1,801	5.6%
5	↘-3	La Roche-Posay	larocheposay	€105,220,100	4,421	2,238	4.8%
6	↗2	Charlotte Tilbury	charlottetilbury	€102,692,314	8,796	3,092	5.3%
7	↘-4	NYX Cosmetics	nyxcosmetics_fr	€101,356,270	5,166	1,329	5.4%
8	↗1	Lancôme	lancome.official	€99,121,678	5,995	2,439	4.0%
9	↗8	Rare Beauty	rarebeauty	€70,996,183	7,15	2,522	6.3%
10	↗3	Sephora	sephorafrance	€63,591,834	5,501	1,73	4.0%
11	↗37	Kiehl's	kiehls	€57,716,929	2,237	1,234	4.9%
12	↗3	Armani Beauty	armanibeauty	€55,492,136	4,151	1,79	4.7%
13	↘-2	MAC Cosmetics	maccosmetics	€55,038,678	7,085	2,632	5.1%
14	↗8	Caudalie	caudalie	€54,361,957	3,224	1,339	7.6%
15	↘-9	Garnier	garnierfr	€54,134,980	2,419	1,353	5.7%
16	↘-11	Maybelline	maybelline	€53,628,268	4,857	1,862	4.9%
17	↗62	Rhode Skin	rhode	€49,765,738	3,677	1,287	4.9%
18	↘-2	Fenty Beauty	fentybeauty	€49,358,259	5,787	2,209	5.3%
19	↘-7	Vichy	vichylaboratoires	€49,031,966	2,279	1,211	5.3%
20	↗16	Sol de Janeiro	soldejaneiro	€48,899,016	3,896	1,763	6.1%
21	↗38	The Ordinary	theordinary	€48,887,817	3,326	1,692	5.3%
22	↗25	Kosas	kosas	€45,573,235	2,861	942	4.5%
23	↗41	Hourglass	hourglasscosmetics	€43,256,410	2,403	904	6.1%
24	↘-5	Rimmel London	rimmellondon	€42,986,847	5,004	1,77	3.3%
25	↗14	Erborian	erborianfr	€38,699,231	1,677	754	13.7%



Rank	Δ 2024	Brand	TikTok mention	Total EMV	Total Contents	Total KOLs	ER
26	↗7	<b>Too Faced</b>	toofaced	€38,613,296	4,595	1,62	6.2%
27	→0	<b>Nivea</b>	nivea	€38,497,265	1,891	1,166	5.8%
28	↘-5	<b>L'Oréal Professionnel</b>	lorealpro	€37,353,402	2,143	1,15	7.1%
29	↗6	<b>Milk Makeup</b>	milkmakeup	€36,041,803	2,446	1,014	5.4%
30	↘-5	<b>Kiko Milano</b>	kikomilano	€35,646,042	5,727	2,322	5.5%
31	↘-5	<b>Essence Cosmetics</b>	essence.cosmetics	€32,370,692	5,807	2,034	7.1%
32	→0	<b>NYX Cosmetics</b>	nyxcosmetics_uk	€31,640,818	4,079	1,029	4.9%
33	↘-19	<b>NYX Cosmetics</b>	nyxcosmetics	€31,239,015	4,545	1,956	6.3%
34	↘-14	<b>Garnier</b>	garnieruki	€28,920,303	3,687	1,47	3.3%
35	↗115	<b>Tatcha</b>	tatcha	€28,000,294	957	367	5.4%
36	↘-6	<b>NARS</b>	narscosmetics	€27,673,391	3,865	1,647	6.4%
37	↗99	<b>Skin1004</b>	skin1004_official	€26,270,073	1,586	678	5.1%
38	↘-17	<b>Clinique</b>	clinique	€26,026,578	2,388	1,251	3.7%
39	↗24	<b>Dyson Beauty</b>	dyson_france	€24,090,964	582	358	8.8%
40	↘-3	<b>Sephora</b>	sephoraitalia	€23,878,942	2,516	739	6.6%
41	↗4	<b>IT Cosmetics</b>	itcosmetics	€23,371,155	1,568	776,000	4.9%
42	↗35	<b>Sephora</b>	sephoracollection	€23,209,068	3,266	1,041	4.0%
43	↘-15	<b>Maybelline</b>	maybelline_es	€22,871,515	2,679	881	5.3%
44	↘-2	<b>Tarte Cosmetics</b>	tartecosmetics	€21,628,490	2,042	933	5.5%
45	↗51	<b>Byoma</b>	byoma	€21,488,672	2,223	819	5.4%
46	↗3	<b>Redken</b>	redken	€20,391,188	1,299	623	7.3%
47	↗24	<b>Make Up For Ever</b>	makeupforever	€19,820,870	2,046	897	5.3%
48	↗8	<b>Kylie Cosmetics</b>	kyliecosmetics	€19,570,406	2,813	1,131	4.0%
49	↗8	<b>Biotherm</b>	biotherm	€19,546,403	1,149	702	3.1%
50	↘-32	<b>Sheglam</b>	sheglam	€17,571,122	5,283	1,784	1.8%



Rank	Δ 2024	Brand	TikTok mention	Total EMV	Total Contents	Total KOLs	ER
51	↘-20	<b>Dove</b>	dove	€17,440,406	1,017	567	11.6%
52	↘-14	<b>Avène</b>	avene	€17,095,556	1,062	687	4.5%
53	↘-24	<b>Made By Mitchell</b>	madebymitchell	€15,571,592	4,406	954	2.9%
54	↗66	<b>Color Wow</b>	colorwow.hair	€15,426,495	615	427	6.5%
55	↗39	<b>Clarins</b>	clarinsofficial	€15,380,798	1,106	722	3.7%
56	↘-10	<b>dm-drogerie</b>	dm_deutschland	€15,200,548	1,798	682	11.3%
57	↘-33	<b>Plouise Makeup Academy</b>	plmakeupacademy	€15,105,431	5,699	673	1.6%
58	↘-5	<b>Haus Labs</b>	hauslabs	€14,823,802	1,97	762	6.3%
59	↗16	<b>NYX Cosmetics</b>	nyxcosmetics_es	€14,712,788	1,617	599	4.8%
60	↘-5	<b>NYX Cosmetics</b>	nyxcosmeticsitaly	€14,499,310	1,578	449	3.6%
61	↘-20	<b>e.l.f. Cosmetics</b>	elfcosmetics	€13,810,294	2,692	1,314	5.5%
62	↘-11	<b>Anastasia Beverly Hills</b>	anastasiabeverlyhills	€13,487,413	2,099	957	4.2%
63	↗7	<b>Givenchy</b>	givenchybeauty	€13,237,313	790	464	4.9%
64	↘-24	<b>Gisou By Negin Mirsalehi</b>	gisou	€12,683,208	2,509	1,132	5.9%
65	↗19	<b>Sephora</b>	sephoraspain	€12,479,800	2,188	626	5.9%
66	↗79	<b>Hanbang Skincare</b>	beautyofjoseon_official	€12,434,201	1,197	658	3.4%
67	↘-17	<b>ghd</b>	ghdofficial	€12,245,722	1,194	705	8.0%
68	↗18	<b>NYX Cosmetics</b>	nyxcosmetics_de	€12,191,796	1,015	367	6.4%
69	↗48	<b>Summer Fridays</b>	summerfridays	€12,088,113	1,574	723	5.7%
70	↘-18	<b>Essie</b>	essie	€11,992,430	545	370	5.8%
71	↘-27	<b>Uriage</b>	uriage	€11,976,470	625	370	9.2%
72	↗1	<b>Benefit Cosmetics</b>	benefituk	€11,900,779	1,194	418	4.0%
73	↗45	<b>ghd</b>	ghdfrance	€11,555,366	437	238	18.0%
74	↘-16	<b>Estée Lauder</b>	esteelauder	€11,526,362	1,369	871	6.5%
75	↘-6	<b>Superdrug</b>	superdrug	€11,490,700	1,083	554	4.2%



Rank	Δ 2024	Brand	TikTok mention	Total EMV	Total Contents	Total KOLs	ER
76	↘-4	<b>Refy Beauty</b>	refybeauty	€11,437,172	2,049	741	4.4%
77	↗32	<b>Olaplex</b>	olaplex	€11,071,162	722	459	9.4%
78	↘-35	<b>Maybelline</b>	maybelline_de	€11,061,271	940	415	4.3%
79	↗14	<b>Laneige</b>	laneige_eu	€10,777,478	1,904	1,031	4.1%
80	↗100	<b>Laneige</b>	laneige_us	€10,579,419	417	223	5.9%
81	↘-16	<b>Drunk Elephant</b>	drunkelephant	€10,564,988	1,18	692	3.2%
82	→0	<b>HNB Cosmetics</b>	hnbcosmetics	€10,490,217	2,143	399	3.3%
83	↘-15	<b>Lookfantastic</b>	lookfantastic	€10,398,452	1,258	474	3.5%
84	↘-23	<b>YesStyle</b>	yesstyle	€10,393,779	4,294	1,343	2.6%
85	↗17	<b>Aroma-Zone</b>	aromazone_officiel	€10,386,157	1,679	844	15.3%
86	↘-3	<b>BPerfect Cosmetics</b>	bperfectcosmetics	€10,324,294	3,843	756	1.7%
87	↗53	<b>Valentino Beauty</b>	valentino.beauty	€10,264,933	569	343	4.3%
88	↘-28	<b>Yepoda</b>	yepoda	€10,088,512	2,389	949	2.2%
89	↗78	<b>SVR Laboratoire Dermatologique</b>	laboratoire_svr	€9,825,822	448	228	5.8%
90	↗9	<b>Typology</b>	typologyparis	€9,661,954	941	421	4.7%
91	↘-37	<b>The Beauty Crop</b>	thebeautycrop	€9,649,922	2,678	497	2.5%
92	↗226	<b>Respire</b>	respirenaturel	€9,492,158	600	318	4.1%
93	↗18	<b>Nivea</b>	nivea_de	€9,463,540	342	144	5.1%
94	↘-32	<b>Jordana Ticia Cosmetics</b>	jordanaticiacosmetics	€9,401,326	1,015	212	4.6%
95	↘-29	<b>Urban Decay</b>	urbandecaycosmetics	€9,286,507	1,6	742	3.6%
96	↘-9	<b>Beauty Bay</b>	beautybay	€9,226,391	1,947	500	4.8%
97	↘-23	<b>Catrice Cosmetics</b>	catrice.cosmetics	€8,995,199	2,889	1,147	5.6%
98	↘-13	<b>Max Factor</b>	maxfactor	€8,963,002	1,097	586	3.8%
99	↗59	<b>Nuxe</b>	nuxe	€8,562,198	1,28	697	5.5%
100	↗7	<b>Guerlain</b>	guerlain	€8,315,546	827	463	4.0%



## BEAUTY INFLUENCE IN EUROPE: GET THE WHOLE STORY

Influencer marketing in beauty is all about the right blend – and at Kolsquare, we’re serving up the full formula. This report spotlights the top beauty brands making an impact on TikTok in the UK, but **the story goes far beyond borders**. From skincare disruptors in Scandinavia to makeup powerhouses in Milan, we’ve analysed influencer performance data across the entire European beauty scene.

Whether you’re tracking EMV leaders in France or discovering emerging haircare brands in the Netherlands, our country-specific rankings help you craft sharper, more localised strategies – with a distinctly European touch.

Ready to explore the rest of the shelf?



### Explore the rankings from across Europe

Looking beyond the UK? We’ve done the hard graft across Europe so you don’t have to. Each country report offers a deep dive into the most mentioned beauty brands, standout campaigns, and top-performing KOLs in their respective markets – all ranked by EMV and enriched with local insights.

**France** – From luxury legacy brands to rising skincare stars, discover which names dominated the French beauty influencer landscape.

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# About Kolsquare

## KOLSQUARE IS EUROPE'S LEADING INFLUENCER MARKETING PLATFORM

Kolsquare is Europe's leading Influencer Marketing platform, a data-driven solution that allows brands to scale their KOL Marketing strategies and implement authentic partnerships with KOLs (Key Opinion Leaders).

Kolsquare's technology enables marketing professionals to easily identify the best Content Creators' profiles by filtering their content and audience, and to build and manage their campaigns from A to Z, including measuring results and benchmarking performance against competitors. Kolsquare has built a thriving global community of influencer marketing experts, and offers hundreds of customers (Coca-Cola, Netflix, Sony Music, Publicis, Sézane, Sephora, Lush, Hermès...) the latest Big Data, AI and Machine Learning technologies to drive inspiring partnerships, tapping into an exhaustive network of KOLs with more than 5,000 followers in 180 countries on Instagram, TikTok, X (Twitter), Facebook, YouTube and SnapChat.

As a Certified B Corporation, Kolsquare has been pioneering Responsible Influence by championing transparency, ethical practices, and meaningful collaborations to inspire change.

Since October 2024, Kolsquare has become part of the Team.Blue group, one of the largest private tech companies in Europe, and a leading digital enabler for businesses and entrepreneurs across Europe. Team.Blue brings together over 60 successful brands in web hosting, domains, e-commerce, online compliance, lead generation, application solutions, and social media.

Visit [www.kolsquare.com](http://www.kolsquare.com) for more information or to book a demonstration with one of our influence experts. Contact us directly at [contact@kolsquare.com](mailto:contact@kolsquare.com).

Book a demo →

Filter by

Profile Instagram Platforms

Community size

None	Micro	Macro	Mega
10k	100k	1M	10M

Credibility score

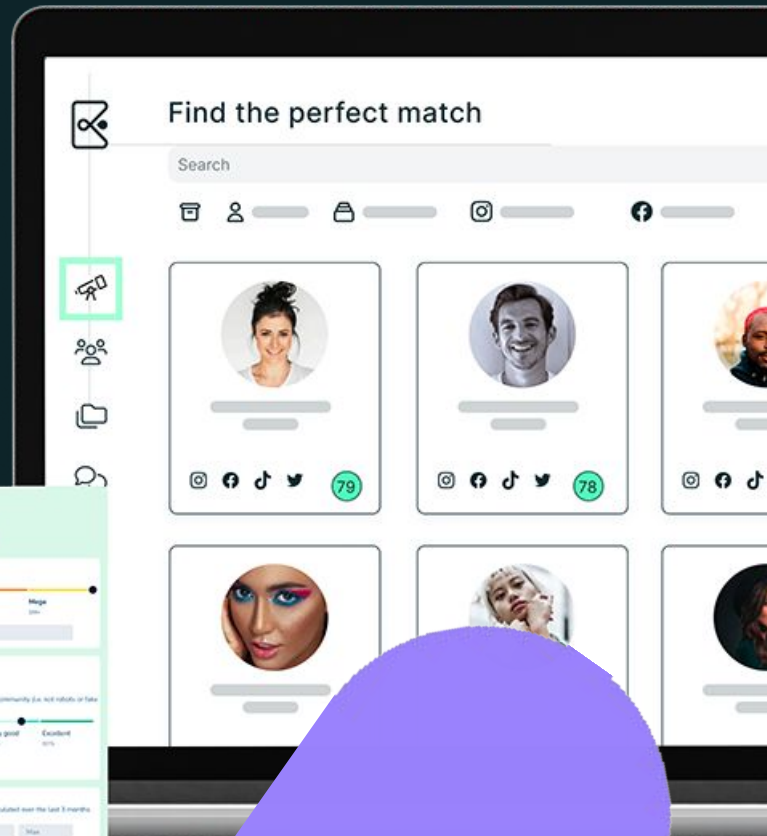
It represents the percentage of real people within a KOL's community (i.e. not robots or fake followers)

Bad	Moderate	Good	Very good	Excellent
10%	20%	30%	40%	50%

70%

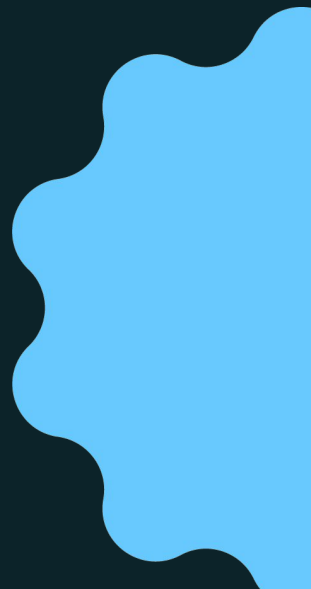
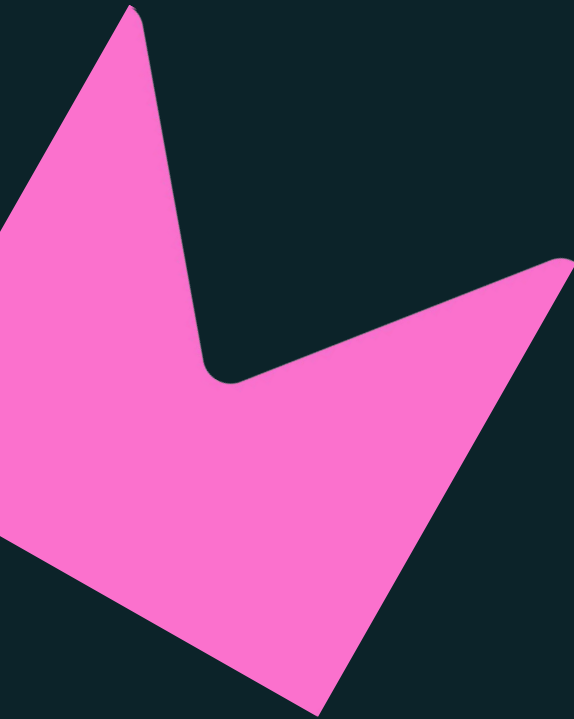
Results will display the profiles with the averages calculated over the last 3 months

Engagement rate (%)	Min	Max
Estimated cost	Min	Max
Volume of posts	Min	Max
Volume of posts (Impression)	Min	Max
Estimated reach	Min	Max





[www.kolsquare.com](http://www.kolsquare.com)



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