

What's will be this year's Halloween look?

Time to get into character.

After a year of big movie premieres like *The Little Mermaid* and *Barbie*, consumers are eager to take advantage of Halloween to get into character.

Keep it simple. Consumers are looking for “simple” ways to achieve a character’s look when it comes to the top growing makeup looks.

Explore texture and finish.

Makeup trends growing this holiday season, like glow in the dark face paint, glitter lips, holographic lip gloss, and face gems, reveal consumers are interested in adding texture to their faces with fun finishes and embellishments.

Questions? Want to access the full dashboard?

Book a 1-1 with a Spate expert.

TOP LOOKS BY GROWTH IN SEARCH VOLUME

| Trend | Avg. Monthly Search Volume | Avg. Monthly Search Increase | YoY Growth↓ |
|------------------------|----------------------------|------------------------------|-------------|
| mermaid makeup | 19.0K | +7.7K | +67.7% |
| simple cat face makeup | 590 | +236 | +66.9% |
| crying makeup | 1.2K | +458 | +62.6% |
| simple skeleton makeup | 1.7K | +652 | +59.9% |
| barbie makeup | 13.2K | +3.7K | +38.9% |
| simple witch makeup | 900 | +248 | +37.9% |
| dark fairy makeup | 2.1K | +409 | +23.9% |
| chucky makeup | 7.3K | +1.2K | +19.8% |
| simple skull makeup | 11.5K | +1.8K | +18.8% |
| goth makeup | 28.5K | +3.6K | +14.3% |

TOP PRODUCT TRENDS BY GROWTH IN SEARCH VOLUME

| Trend | Avg. Monthly Search Volume | Avg. Monthly Search Increase | YoY Growth↓ |
|-----------------------------|----------------------------|------------------------------|-------------|
| glow in the dark face paint | 1.6K | +261 | +20.1% |
| glitter lips | 4.3K | +707 | +19.4% |
| pink eyebrows | 1.6K | +251 | +19.2% |
| freckle pen | 6.8K | +1.1K | +18.7% |
| holographic lip gloss | 1.9K | +277 | +17.5% |
| face paint | 431.5K | +55.4K | +14.7% |
| face gems | 12.2K | +1.3K | +12.4% |
| colored mascara | 7.2K | +748 | +11.7% |
| white lipstick | 5.1K | +393 | +8.4% |
| red mascara | 2.0K | +127 | +6.7% |