

SPATE x



BLACK BEAUTY CONSUMER TRENDS ON TIKTOK

FEBRUARY 2024



BLACK BEAUTY ON TIKTOK

In this new report, Spate dives into the most popular hashtags across skincare, hair, makeup, and body care within Black communities on TikTok. With expert insights from Spate's partners at SULA LABS, this report covers the primary themes that interest Black consumers on the visual platform.

With insights such as key skin concerns, prevalent hair types, and the importance of formulating for deeper skin tones, this report spans a variety of topics and can assist your brand in comprehending what the Black consumer prioritizes in the beauty sector. Whether your brand caters to melanin-rich skin tones or you seek to better address diverse hair types, this report can guide you in positioning your brand more inclusively.

Want more TikTok data? [Book a meeting with a Spate expert.](#)

Thank you,

Olivier and Yarden, co-founders of Spate

A WORD FROM THE EXPERTS

Splate teams up with the experts at SULA LABS to analyze the top viewed hashtags on TikTok alongside Black or African American community hashtags to identify top trends across skincare, hair, makeup, and body. SULA LABS leverages their professional and personal experiences with these trends to help bring the data to life. Learn more about SULA LABS below.

“SULA LABS is a B2B beauty innovation engine for melanin-rich consumers that closes the inclusivity gap in beauty, because we believe that they are best served through innovation in R&D. We have identified three gaps that have an inclusivity problem, which results in melanin-rich consumer dissatisfaction: formulation, clinical/consumer testing, and ingredient innovations. We merge these three areas across the product development value chain through developing formulations, executing clinical trials, and developing raw ingredients through the lens of the Black beauty consumer.”

AJ Addae

Chief Executive Officer & Chemist, *SULA LABS*



METRICS: DATA TRANSLATION

- *Views:*
Average weekly views of videos in the US with the included hashtags: past 4 weeks
- *Views (Related Hashtags):*
Total views of videos in the US with the included hashtags: all time views
- *MoM:*
Month-over-Month growth rate: views this month vs. views last month
- *Increase:*
Increase in views of videos with the included hashtags: total views as of latest week vs. total views as of previous week

SKINCARE



SKINCARE



HAIR



MAKEUP



BATH & BODY

RELATED SKINCARE HASHTAGS

Top related hashtags alongside Black or African American hashtags indicate consumers are interested in routines, and styles to support a variety of skin desires.



Skin Concern Hashtag	Views	Increase ↓
#acne	108.9M	+1.9M
#hyperpigmentation	106.7M	+775.1K
#darkspots	54.1M	+674.3K
#acnescars	22.4M	+358.2K
#skinbarrier	9.7M	+92.6K

Skincare Hashtag	Views	Increase ↓
#pimplepatches	27.4M	+892.1K
#sunscreen	36.0M	+565.4K
#nowwhitecastsunscreen	5.1M	+407.5K
#chemicalpeel	15.6M	+195.9K
#kojicacidsoap	29.8M	+193.7K

TikTok Content Hashtag	Views	Increase ↓
#sephorahaul	11.0M	+504.7K
#acnetransformation	21.1M	+157.6K
#maleskincare	12.8M	+139.0K
#skincareforpoc	25.4M	+125.3K
#clearskinjourney	4.6M	+121.7K

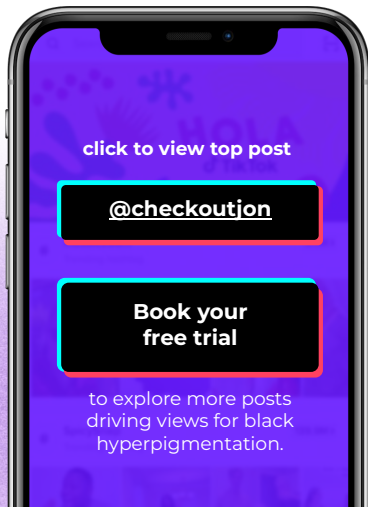


#HYPER-PIGMENTATION

STATS

+775.1K

MONTH-OVER-MONTH
INCREASE IN VIEWS



SULA LABS POV

“In 2023, 47% of inbound product development inquiries at SULA LABS centered around hyperpigmentation products. Hyperpigmentation proliferates most visibly in melanin-rich skin tones, and requires a more concerted effort towards alleviating this visible hyperpigmentation, in comparison to lighter skin tones.

Brands should continue addressing this prominent concern for melanin-rich skin tones, driving inspiration from products embraced the Black community on TikTok such as #kojicacidsoap, especially when this buzz is driven by efficacy.”

AJ Addae

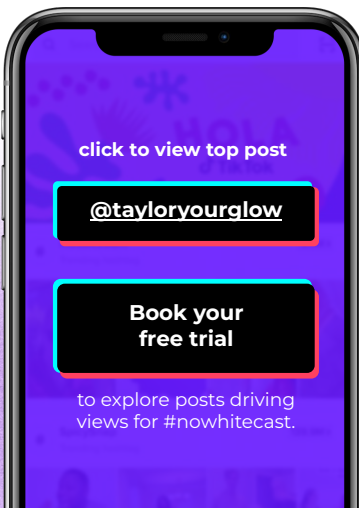
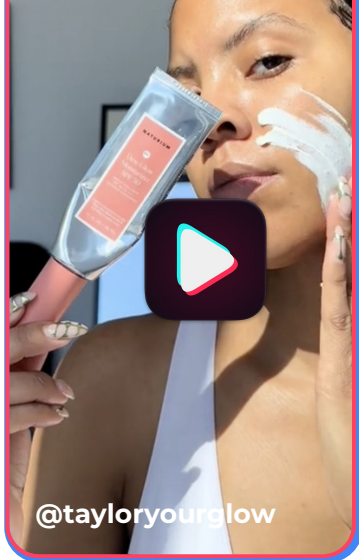
Chief Executive Officer & Chemist, *SULA LABS*

✦ #NOWHITE
CAST
SUNSCREEN

STATS

+407.5K

MONTH-OVER-MONTH
INCREASE IN VIEWS



SULA LABS POV

“Zinc oxide and titanium dioxide based sunscreens are widely preferred by consumers, but often pose a usage barrier due to the white pigment nature of such particles that lead to a ‘white cast’. The US FDA has not approved a new sunscreen filter since 1999, so practices around sunscreen formulation, and synthesis of SPF boosters, have become increasingly modified to meet the needs of consumers, and more recently address the melanin-rich consumer.”

The hashtag #nowwhitecastsunscreen highlights the Black consumer’s collective campaign for sun protection that prioritizes, and is cosmetically elegant towards melanin-rich skin tones, on TikTok.”

AJ Addae

Chief Executive Officer & Chemist, *SULA LABS*

TREAT & PROTECT

SULA LABS experts analyze skincare trends linked to #Black or #AfricanAmerican hashtags on TikTok, highlighting consumer interests and the platform's influence. Brands can gain valuable insights from these trends to better meet the skincare needs of the Black community.

“The top-viewed concerns regarding Black skin on TikTok directly reflect the inclusivity gaps in product development within the beauty industry. At SULA LABS, we define inclusivity gaps as those that widen the divide between consumers, R&D, and marketing. We hope that more brands will adopt product development practices that prioritize the needs of dark-skinned consumers, conduct clinical and consumer testing that demonstrates product efficacy across all skin tones, and select ingredients that are both culturally relevant and embraced by dark-skinned consumers. The trends on TikTok highlight numerous opportunities for formulators, beauty brands, ingredient suppliers, and clinical research organizations to address inclusivity in product development.”

AJ Addae

Chief Executive Officer & Chemist, *SULA LABS*

HAIR



SKINCARE



HAIR



MAKEUP



BATH & BODY

RELATED HAIR HASHTAGS

Top related hashtags alongside Black or African American hashtags indicate consumers are interested in routines, and styles to support a variety of hair desires.



Hair Type Hashtag	Views	Increase ↓
#naturalhair	2.7B	+29.1M
#curlyhair	1.2B	+23.4M
#type3hair	26.9M	+4.7M
#4chair	399.5M	+4.1M
#healthyhair	177.3M	+3.8M

Hair Style Hashtag	Views	Increase ↓
#naturalhairstyles	755.3M	+14.4M
#protectivestyles	597.2M	+9.9M
#knotlessbraids	615.4M	+8.6M
#wigtok	562.0M	+6.2M
#dramaticedges	231.3M	+5.3M

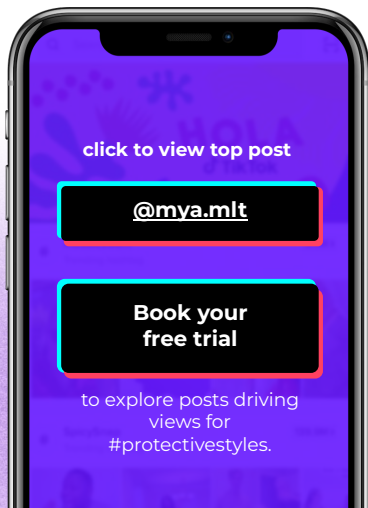
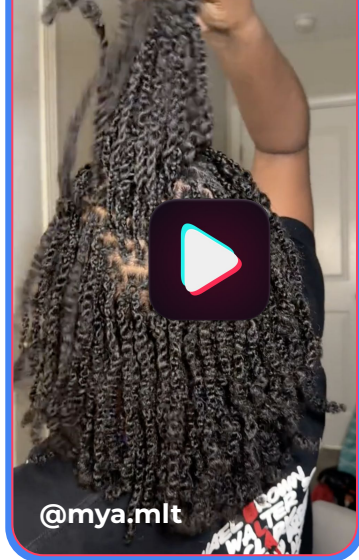
Hair Care Hashtag	Views	Increase ↓
#hairgrowth	271.8M	+7.7M
#curlygirlmethod	71.3M	+5.2M
#washday	311.9M	+2.5M
#hairtrim	6.9M	+2.0M
#bigchopjourney	16.9M	+2.0M

#PROTECTIVE STYLES

STATS

+9.9M

MONTH-OVER-MONTH
INCREASE IN VIEWS



SULA LABS POV

“Protective styles are those which allow you to directly cleanse the scalp regularly to mitigate the continuous production of scalp build up under weaves, wigs, or braids. Styles such as loose braids or twists are considered friendly #protectivestyles if they are not too tight, don’t require a ton of gel, and are larger in form.

However, it is important to note that protective styles are not a substitute for consistent haircare. The hair and scalp underneath styles that include weaves and wigs must be maintained accordingly. Top videos on TikTok reveal that the black consumer is curious about alternative protective styles. Brands and creators can use this hashtag on TikTok as an opportunity to educate consumers.”

Alayna Bouie

Product Development Associate, *SULA LABS*

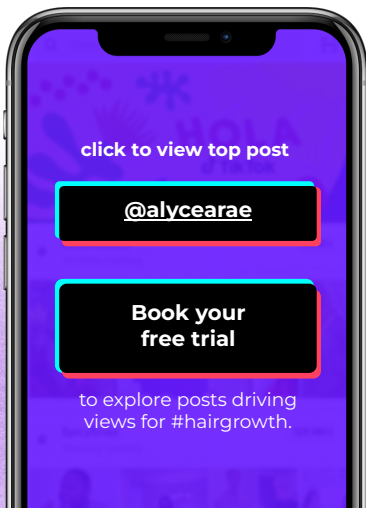
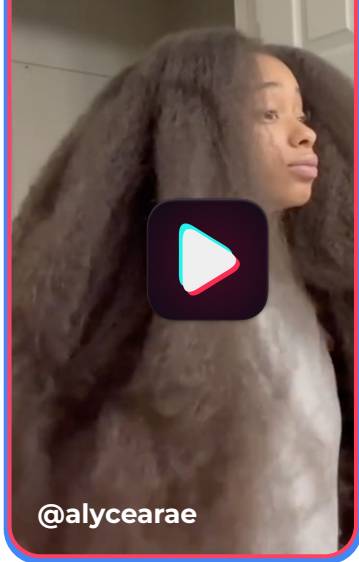


#HAIR GROWTH

STATS

+7.7M

MONTH-OVER-MONTH
INCREASE IN VIEWS



SULA LABS POV

“The surge in views for #hairgrowth with #Black or #AfricanAmerican hashtags on TikTok, and the top videos for #hairgrowth reflect Black consumers are turning to the visual platform for practices and products to support their concerns.

As hair on the head is mainly 'dead' proteins — hair growth is predominately about scalp care. Hair growth increases when the hair spends less time in the telogen (rest) phase. Products that improve hair growth increase the penetration of ingredients that promote growth at the scalp. For example, glycols like isopentyl glycol have been proven in academic literature to effectively decrease the telogen stage and increase the antigen stage. On TikTok, brands and creators can take advantage of the hashtag's attention with content that educates consumers on realistic expectations about hair growth products and healthy maintenance with protective styles.”

Alayna Bouie

Product Development Associate, *SULA LABS*

A photograph of a person with voluminous, curly hair. A hand is visible, holding a white cloth or towel, appearing to be styling or drying the hair. The background is a solid purple color.

HEALTHY CURLS

Top viewed hair hashtags alongside #Black or #AfricanAmerican on TikTok reveal the Black beauty consumer is primarily interested in content on TikTok that discusses hair health. Whether it be #healthyhair, #naturalhairstyles, #protectivestyles, or #hairgrowth, consumers are interested in learning, and looking to TikTok for educational content.

“With the increase in views for #bigchopjourney it seems that many Black beauty consumers on TikTok are interested in starting fresh and redefining their relationship with their hair. Hair care brands with both hair care and hair styling portfolio products should shift product messaging to meet the hair health benefits that the Black consumer is actively engaging with on TikTok. We note that there is a range of diversity in how Black consumers wear their hair (i.e. natural, or relaxed). Therefore, trending hashtags such as #healthyhair, #4chair, #curlygirlmethod, and #washday offer opportunities for brands and creators to understand how we experience our hair journey.”

AJ Addae

Chief Executive Officer & Chemist, *SULA LABS*

MAKEUP



SKINCARE



HAIR



MAKEUP



BATH & BODY

RELATED MAKEUP HASHTAGS

Top related hashtags alongside Black or African American hashtags indicate consumers are interested in routines, and styles to support a variety of makeup desires.



Makeup Hashtag	Views	Increase ↓
#lashes	146.8M	+2.1M
#blush	19.0M	+495.1K
#lashstrips	11.6M	+292.1K
#pinkblush	2.4M	+271.4K
#eyeshadow	10.1M	+236.0K
#lipplumper	3.4M	+231.9K
#concealer	7.8M	+229.8K
#bronzer	2.5M	+213.9K
#mascara	4.7M	+211.0K
#eyebrows	68.0M	+169.3K

TikTok Hashtag	Views	Increase ↓
#makeuptutorial	940.2M	+4.6M
#darkskinmakeup	74.7M	+2.7M
#grwmmakeup	49.4M	+1.1M
#mobwifeaesthetic	4.1M	+549.7K
#makeupinspo	12.4M	+349.4K
#makeupgrwm	6.7M	+323.7K

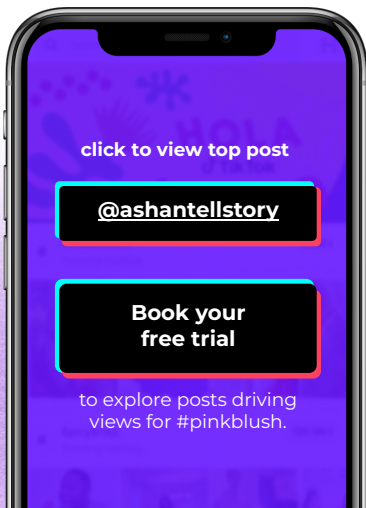


#PINKBLUSH

STATS

+271.4k

MONTH-OVER-MONTH
INCREASE IN VIEWS



SULA LABS POV

“Blushes for deep skin tones are not one size fits all, and the top TikTok content for #pinkblush reflects that. Depending on the undertone of a consumer’s skin, and consumers have been positioned to become creative when it comes to blush products. Colors that look good on dark skin include deep red-oranges, purples, or vibrant reds. the typical light pink does not show up well on deeper skin tones and can often be considered ashy!”

Brands can utilize the black TikTok community to understand the colors consumers are looking to get upon application, and formulate with their skin tone in mind. Think: how can brands re-work product messaging to support the desires that Black consumers are discussing on TikTok?”

Alayna Bouie

Product Development Associate, *SULA LABS*

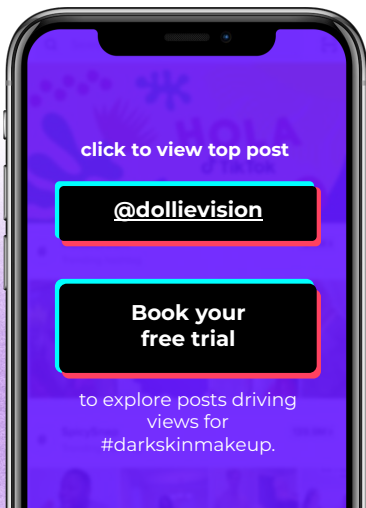
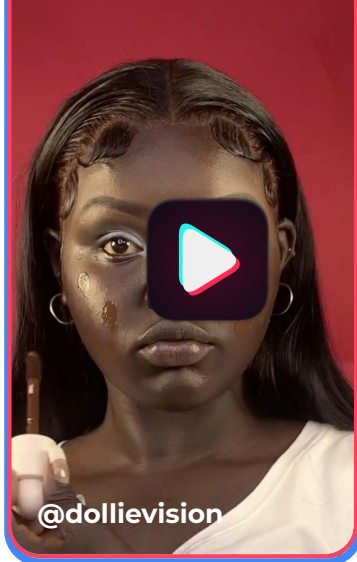


#DARKSKIN MAKEUP

STATS

+2.7M

MONTH-OVER-MONTH
INCREASE IN VIEWS



SULA LABS POV

“The continued traction for #darkskinmakeup on TikTok is a reminder that the beauty industry has more to do in terms of color cosmetics for melanin-rich skin. Over the years, consumers with deep brown skin have developed and popularized makeup techniques, often considered 'hacks,' to make makeup work for them, as many brands still struggle to understand color theory and practices for darker skin tones.

The emergence of makeup brands like Range Beauty, Juvia's Place, Black Opal, and Fenty Beauty (many of which are featured in top trending videos for #darkskinmakeup) has been a significant addition to the industry for darker skin tones. Creators testing shade ranges on TikTok help inform other black consumers about the quality of different color cosmetic products, supporting and informing their purchasing decisions. Brands should leverage the work of these creators to continue supporting the black beauty community on TikTok.”

Alayna Bouie

Product Development Associate, *SULA LABS*

Source: TikTok US: Week of February 4, 2024



NO SHADE

Top trending hashtags on TikTok for makeup alongside #Black or #AfricanAmerican highlight key product trends, as well as an interest for the routine-based TikTok video themes top of mind for the Black beauty community. Brands can optimize their content to meet the consumer where they are on TikTok, focusing on #makeuptutorial, #darkskinmakeup, and timely trends such as #mobwifesaesthetic.

“As a visually-native platform, TikTok offers a great environment for the Black beauty community to discover and review makeup products for deep skin tones. Makeup brands working to close the gap on the variety of makeup products created for Black beauty consumers should utilize the community to understand top themes and concerns consumers are referencing across #blush, #pinkblush, #eyeshadow, #concealer, and more. Brands who are not formulating specifically for the Black beauty consumer should pay even more attention to the community on TikTok to better understand the shortcomings of other products. These brands must keep these concerns top of mind when developing all products.”

Alayna Bouie

Product Development Associate, *SULA LABS*

BODY



SKINCARE



HAIR



MAKEUP



BATH & BODY

RELATED BODY CARE HASHTAGS

Top related hashtags alongside Black or African American hashtags indicate consumers are interested in routines, and styles to support a variety of body care desires.



Body Care Hashtag	Views	Increase ↓
#vanillabodyoil	428.8K	+148.0K
#bodymist	2.2M	+38.8K
#yonisoap	2.5M	+8.0K
#viralbodybutter	441.7K	+6.0K
#bleachingcream	547.2K	+5.8K

Benefit Driven Hashtag	Views	Increase ↓
#naturalbodycare	2.5M	+9.5K
#brighteningsoap	4.3M	+6.9K
#darkspotsoap	117.1K	+5.2K
#affordablebodycare	214.5K	+4.3K
#handmadesoap	902.0K	+3.9K

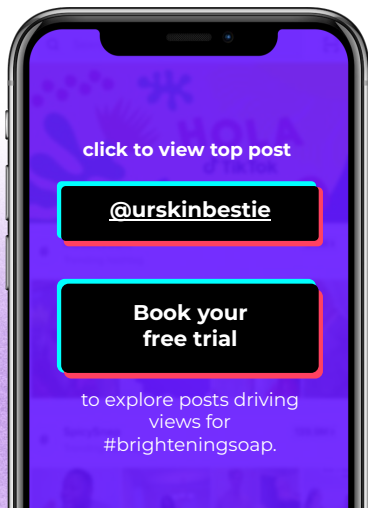
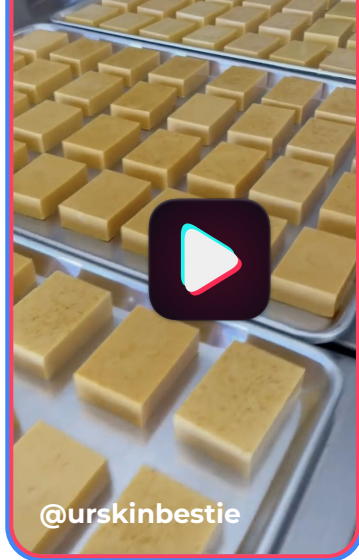
TikTok Content Hashtag	Views	Increase ↓
#showeroutine	54.4M	+1.5M
#bodycaretips	3.0M	+68.4K
#bodywashreview	206.2K	+4.8K
#howibathandbodyworks	4.5M	+2.2K
#bodycarecollection	1.2M	+1.1K

#BRIGHTENING SOAP

STATS

+6.9K

MONTH-OVER-MONTH
INCREASE IN VIEWS



SULA LABS POV

“The trending hashtag #brighteningsoap and its top videos reflect that melanin-rich consumers are seeking products to support concerns of hyper-cleanliness and hyperpigmentation. Brightening soaps, which are rinse-off or short-contact therapies, effectively alleviate hyperpigmentation while also cleansing the skin. These products are attractive for those with sensitive skin types because they do not require occlusion or long-term wear to demonstrate efficacy. Consumers must note that daily sunscreen application and reapplication are essential for brightening soaps, as any material designed to 'brighten' or exfoliate the skin can make the skin more photosensitive.

Top videos on TikTok including the hashtag #brighteningsoap, indicate that the Black beauty consumer is interested in bar soaps as brightening agents. Whether including kojic acid or another exfoliating ingredient, brands should consider the consumer's common practices when addressing the top concerns of the Black beauty consumer.”

AJ Addae

Chief Executive Officer & Chemist, *SULA LABS*

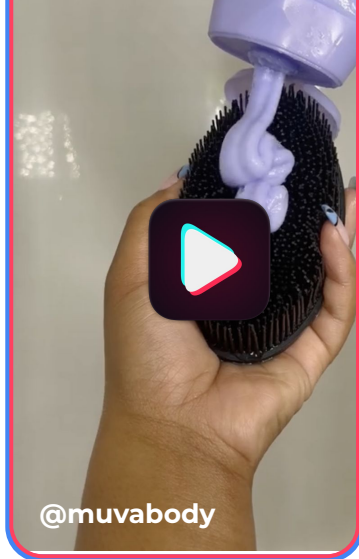
Source: TikTok US: Week of February 4, 2024

#SHOWER ROUTINE

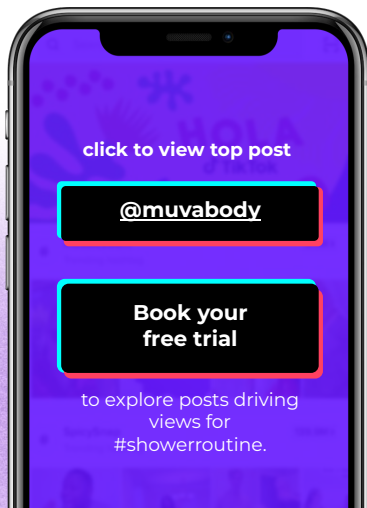
STATS

+1.5M

MONTH-OVER-MONTH
INCREASE IN VIEWS



@muvabody



SULA LABS POV

“Melanin-rich consumers are often more likely to demonstrate hypercleanliness in their hygiene routine, which can be correlated to historically systemic prejudice against people of color and how we present. Interestingly, this consumer almost formulaically experiences a cultural precedence towards a deep, exfoliating shower, and a full-body moisturization to follow.

Over the years, additional shower routine sub-steps and products have emerged, such as vulvar soaps and moisturizers, and creative shaving practices (enter #yonisoap). As more academic research emerges on the skin microbiome, we note that the concept of what denotes ‘clean’ skin or hair - both qualitatively and quantitatively - is ever changing and has become increasingly individualistic. Overall, we hope melanin-rich consumers feel good after their shower routines (because who doesn't!?), without engaging in practices that further exacerbate skin irritation, dryness, or hair breakage.”

AJ Addae

Chief Executive Officer & Chemist, *SULA LABS*



COMPREHENSIVE ROUTINES

Across top trending body care hashtags on TikTok, the increase in hashtags such as #viralbodybutter, #handmadesoap and #showerroutine reveal the importance of cultural self-care practices for the Black beauty consumer on TikTok. Read on to learn how AJ Addae, CEO of *SULA Labs*, recommends brands use this information to shape the future of Black beauty.

“The idea that specifically body butters, soap bars, and comprehensive shower routines are at the forefront of Black body care is both comforting and inspiring, because these trends signify a continuation of deeply-rooted cultural practices that we know and love, repackaged with a modern look and feel. We hope that beauty brands centered on body care for the melanin-rich consumer retain these cultural preferences, while simultaneously reimagine what a modern take on these practices could continue to look like. These brands may consider incorporating exciting technology, or product vehicles that behave like the familiar ingredients and practices that the Black community hold so close to our self care routines.”

AJ Addae

Chief Executive Officer & Chemist, *SULA LABS*

SPATE POV

In addition to expert insights from SULA LABS, below are some of the trends that show common themes across categories.

Even it out. Across both skincare and body care, Black consumers are interested in videos related to #hyperpigmentation, #darkspots, #kojicacid, #chemicalpeel, #brighteningsoap, and more that indicate TikTok is a platform where Black consumers are seeking out tips to achieve an even skin tone.

A fresh start. Trending hashtags like #chemicalpeel, #bigchopjourney, and #showerroutine highlight the Black consumer's interest in building back a healthy look with an effective — and sometimes intense — process.

Real recommendations. TikTok content hashtags, such as #skincareforpoc, #curlygirlmethod, #darskinmakeup, and #bodycarecollection, demonstrate how Black consumers are utilizing TikTok as a platform to share with the community about products that are effective.



Over 20BN search signals and
60M TikTok videos to spot the
next big trend.

[Start your free trial today.](#)

[**www.spate.nyc**](http://www.spate.nyc)



SPATE



SPATE: A DATA DASHBOARD FOR THE BEAUTY INDUSTRY.

What's The Next Big Trend?

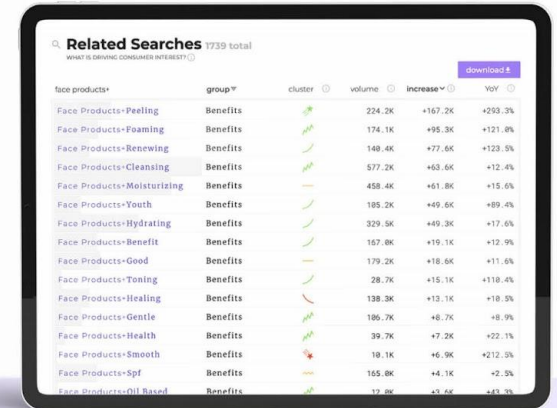
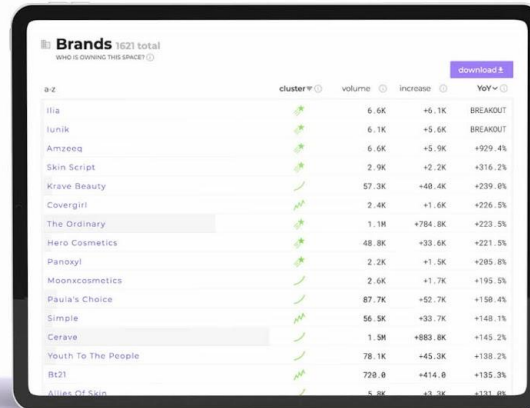
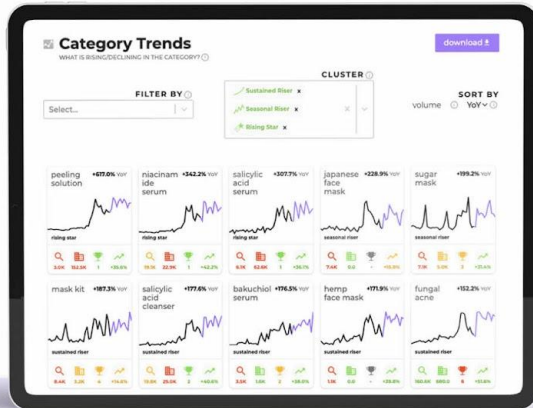
20 billion search signals and over 60 million beauty-related TikTok videos across the Globe to reveal exciting trends.

Which brands are owning the space?

Measure level of competition within a space. Compare consumer interest across brands, including DTC.

How To Position A Product?

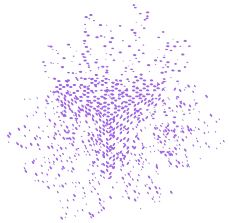
Contextual data to identify consumer needs (claims, concerns, ingredients) for messaging.



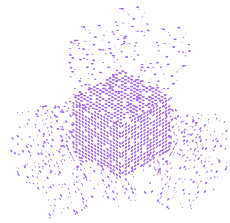
[APPENDIX]

SPATE METHODOLOGY

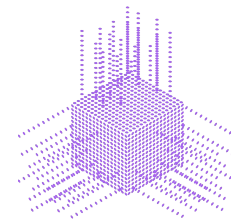
Spate is an innovative data platform that allows users to discover and detect trends across Google search and TikTok. The Spate dashboard analyzes over **20 billion search signals** and over **60 million beauty-related TikTok videos** across the globe to answer three crucial questions for the beauty and wellness industry. What's the next big trend? Who's owning the space? How to position the trend?



20+ billion beauty-related search and TikTok signals



Artificial Intelligence for identifying trend clusters



Trends classification for insights and implications