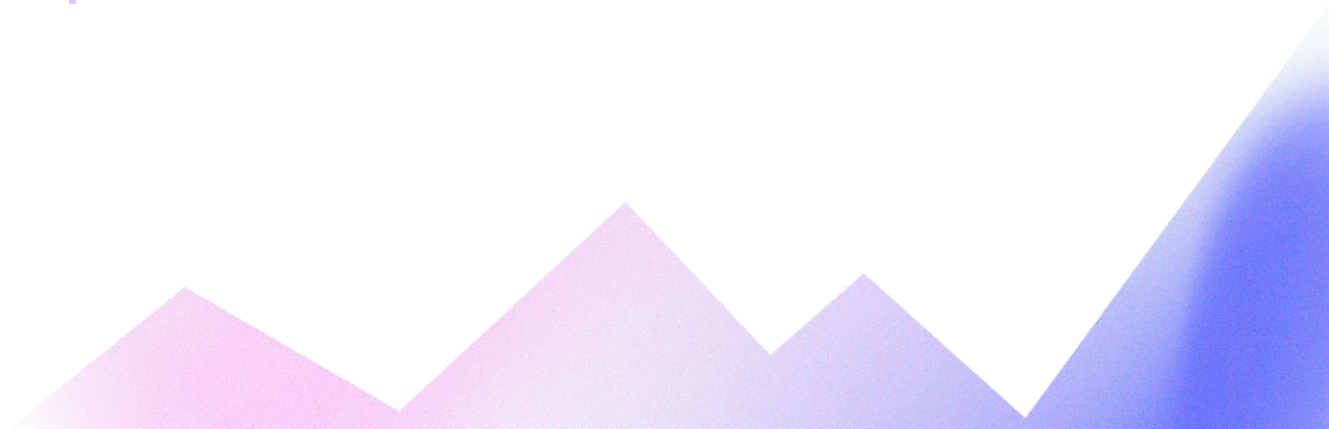


SPATE



March 2024

TOP K-BEAUTY BRANDS ON TIKTOK ✨



K-BEAUTY ASCENDS ON TIKTOK

The K-Beauty influence on the US beauty industry is not new, though a recent new wave spanning various categories reinforces Korean beauty culture's impact on American consumers. This report focuses on Korean brands garnering significant social media traction on TikTok in the US. Specifically, we dive into the platform's top-viewed and fastest-growing Korean brands.

Delve into the trending hashtags alongside these brands to unravel the key factors influencing their appeal and uncover emerging trends. By examining the intersection of Korean beauty and US TikTok, we aim to offer a comprehensive understanding of the nuanced landscape and provide valuable insights for those navigating this vibrant intersection of international trends and local consumers.

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

Thank you,

Olivier and Yarden, co-founders of Spate



METRICS:

DATA TRANSLATION

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

K-BEAUTY BRANDS: BY AVERAGE WEEKLY VIEWS

K-beauty brands that are driving average weekly views:



Brand	Top Viewed Related Hashtag	Views ↓	MoM
laneige	#laneigelipmask	30.4M	-5.6%
cosrx	#snailmucin	28.5M	2.7%
anua	#acne	8.9M	-7.3%
some by mi	#retinol	7.3M	79.5%
beauty of joseon	#sunscreen	5.4M	-8.7%
rom&nd	#liptint	4.5M	-0.2%
skin1004	#koreansunscreen	3.8M	-0.7%
medicube	#skincaredevice	3.8M	-2.7%
mixsoon	#koreanskincaretips	3.0M	19.8%
mediheal	#tonerpad	2.9M	-6.8%

K-BEAUTY BRANDS: BY MOM GROWTH (%)

K-beauty brands that are driving month-over-month growth (%):



Brand	Top Viewed Related Hashtag	Views	MoM ↓
i'm from	#dryskin	7.3K	211.7%
dr. ceuracle	#kombucha	230.6K	109.5%
club clio	#kbeautymakeup	23.7K	85.1%
dasique	#kbeautymakeup	522.8K	81.3%
some by mi	#retinol	7.3M	79.5%
banila co	#oilcleanser	262.6K	77.0%
iope	#retinol	8.9K	77.0%
cell fusion c	#koreansunscreen	6.4K	58.3%
the history of whoo	#luxuryskincare	1.8K	58.2%
neogen	#mascara	303.9K	34.6%

NEOGEN

STATS

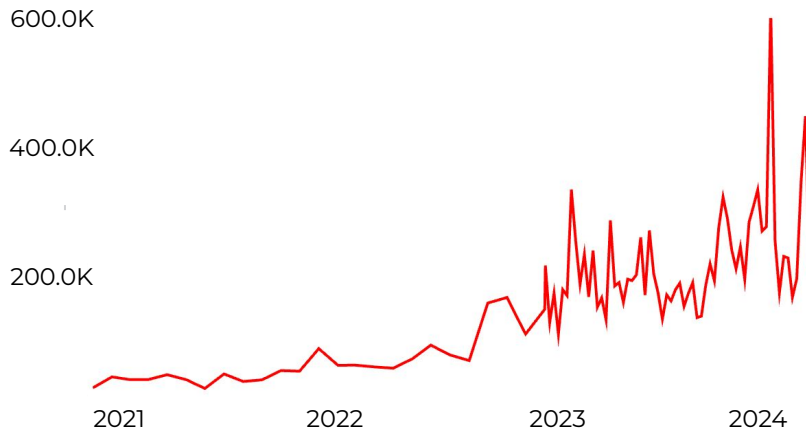
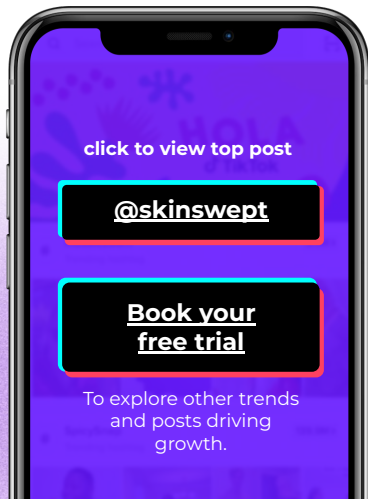
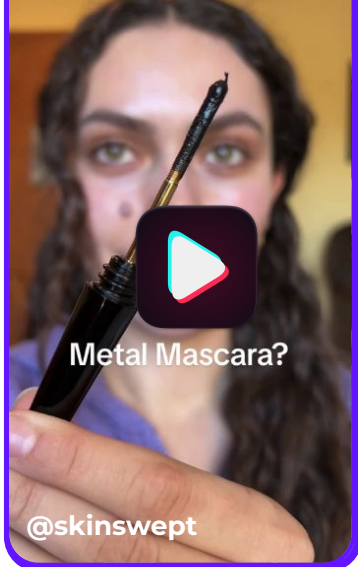
+34.6%

MONTH-OVER-MONTH
GROWTH

HOW BIG IS THIS TREND (TIKTOK)

MEDIUM VIEWS
303.9K TikTok Views

Source: TikTok US: Week of March 10th, 2024



SPATE POV

Though Neogen has maintained a reputation for its collection of exfoliating toner pads, which continue to spark interest, the brand is now gaining TikTok recognition for its innovative Dermalogy Extra Volume Curl Metal Mascara. This mascara features a metal wand applicator, a departure from the traditional brush applicators seen in most mascaras. The top video by @skinswept showcases Neogen's metal mascara, demonstrating its results and providing a performance rating as she applies it with the metal wand. Brands can learn from Neogen's use of innovative and visual formats to capture consumer attention.

NEOGEN

STATS

+34.6%

MONTH-OVER-MONTH
GROWTH

HOW BIG IS THIS
TREND (TIKTOK)

MEDIUM VIEWS
303.9K TikTok Views



PRODUCT FORMAT & CONCERN CONTENT RELATED HASHTAGS (BY VIEWS)

Neogeon's mascara is making waves on TikTok, but the brand's skincare presence remains diverse, addressing various concerns and formats. Its sunscreen and toner pads continue to capture significant attention, with TikTok videos recommending products tailored for different skin types and concerns, including acne.

Product Format Hashtag	Views ↓	WoW
#mascara	15.5M	0.0%
#koreantonerpad	1.7M	0.8%
#skincareproducts	345.3K	0.1%
#sunscreen	99.3K	1.0%
#vitamincserum	41.5K	1.3%

Concern Hashtag	Views ↓	WoW
#fungalacne	187.5K	1.5%
#skinbarrier	42.7K	0.0%
#combinationskin	31.6K	0.3%
#acneproneskin	19.5K	0.6%
#dryskin	18.8K	1.6%

MIXSOON

STATS

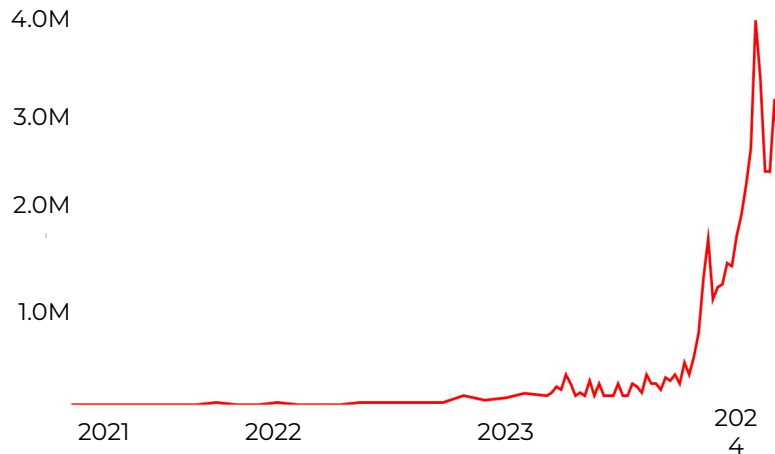
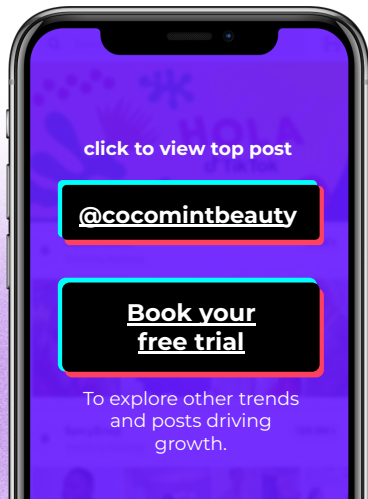
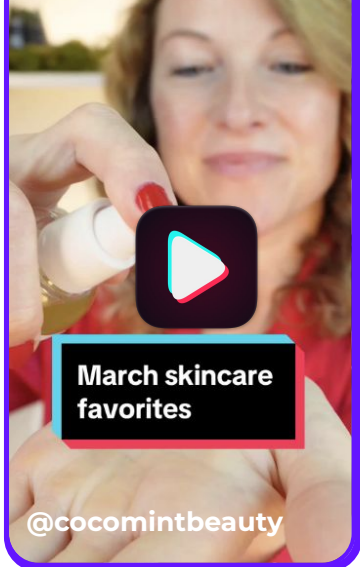
+19.8%

MONTH-OVER-MONTH
GROWTH

HOW BIG IS THIS TREND (TIKTOK)

HIGH VIEWS
3.0M TikTok Views

Source: TikTok US: Week of March 10th, 2024



SPATE POV

Mixsoon gains TikTok traction with its Bean Essence, claiming gentle exfoliation and hydration tailored for sensitive skin types. The top related hashtag associated with this brand is #koreanskincaretips, predominantly spotlighting its essence and toner pads. The top TikTok video by @cocomintbeauty hails Mixsoon's Bean Essence as a winter essential, especially beneficial for dry, flaky skin. Brands should take note of the product's popularity due to its multifaceted benefits. Consider what consumers enjoy about a product that can offer exfoliation without stripping the skin barrier.

MIXSOON

STATS

+19.8%

MONTH-OVER-MONTH
GROWTH

HOW BIG IS THIS
TREND (TIKTOK)

HIGH VIEWS
3.0M TikTok Views



CONCERNS & BENEFIT CONTENT RELATED HASHTAGS (BY VIEWS)

Mixsoon's Bean Essence and Ice Glacier Hyaluronic Acid Serum drive key concerns and benefits, emphasizing clear skin through gentle exfoliation and hydration, aligning with Korean skincare standards. Emerging brands must prioritize uniqueness and innovation to meet the evolving needs of skincare enthusiasts.

Concern Hashtag

	Views ↓	WoW
#sensitiveskin	2.3M	6.8%
#acne	2.2M	4.4%
#dryskin	1.3M	6.6%
#texturedskin	447.9K	4.1%
#whiteheadremoval	332.2K	0.6%

Benefit Hashtag

	Views ↓	WoW
#antiaging	613.4K	0.3%
#exfoliation	446.4K	4.7%
#hydrating	288.9K	0.5%
#clearskin	283.5K	3.9%
#glowy	213.8K	1.5%

SPATE POV

Beyond aesthetic appeal, brands must also embrace global inspirations to meet consumers' evolving needs and preferences. Spate's report exploring trending K-Beauty brands on TikTok in the US offers critical insights to support future success in a saturated market.

Formats add to the fun. Formats like exfoliating toner pads, essences, lip tints, and metal wand mascaras showcase a consumer attraction to playful variations. Nevertheless, brands must remember that while these formats grab attention, the product's performance remains crucial for success.

The power of promised results. Beyond the aesthetics and products of K-Beauty brands, the tangible outcomes resonate most with consumers. The claimed benefits address specific, pressing concerns that occupy the forefront of consumer considerations. As beauty enthusiasts explore options, brands should prioritize delivering effective results tailored to individual needs.

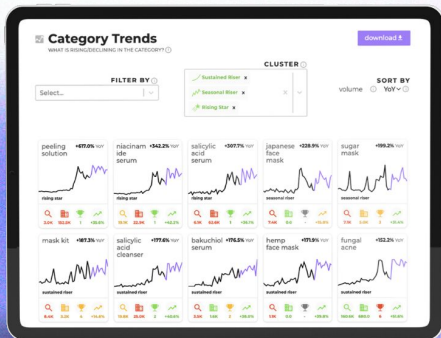
Seek international inspiration. Korean beauty products and culture provide a wealth of inspiration for brands locally. This is a reminder that it's essential to look beyond the trends happening within the US to add new interest and intrigue to the current market. Embracing diverse beauty standards and innovations enables brands to create nuanced and versatile products that cater to a wide range of consumer needs and preferences.

SEE MORE TRENDS ON THE SPATE DASHBOARD

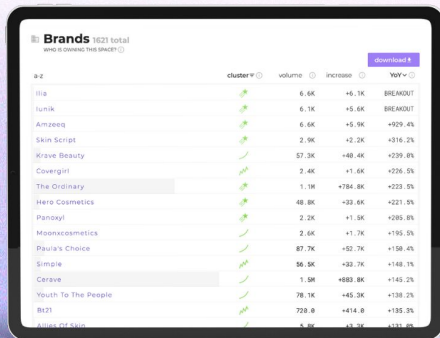
Whether honing communication strategies, social media copy, or building next year's R&D calendar, Spate has accessible, actionable data to support your brand.

[Book a demo](#) to explore more trends and brands that are rising on TikTok.

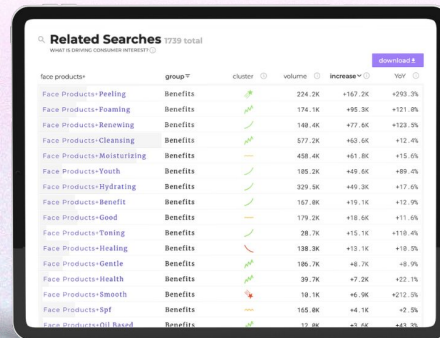
What's the next big trend?



Which brands are owning the space?



How to position a product?



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Explore the dashboard for
more TikTok data:

www.spate.nyc

