



# Beauty Glow Up: Trends, Products, and Brands That Are Having a Moment

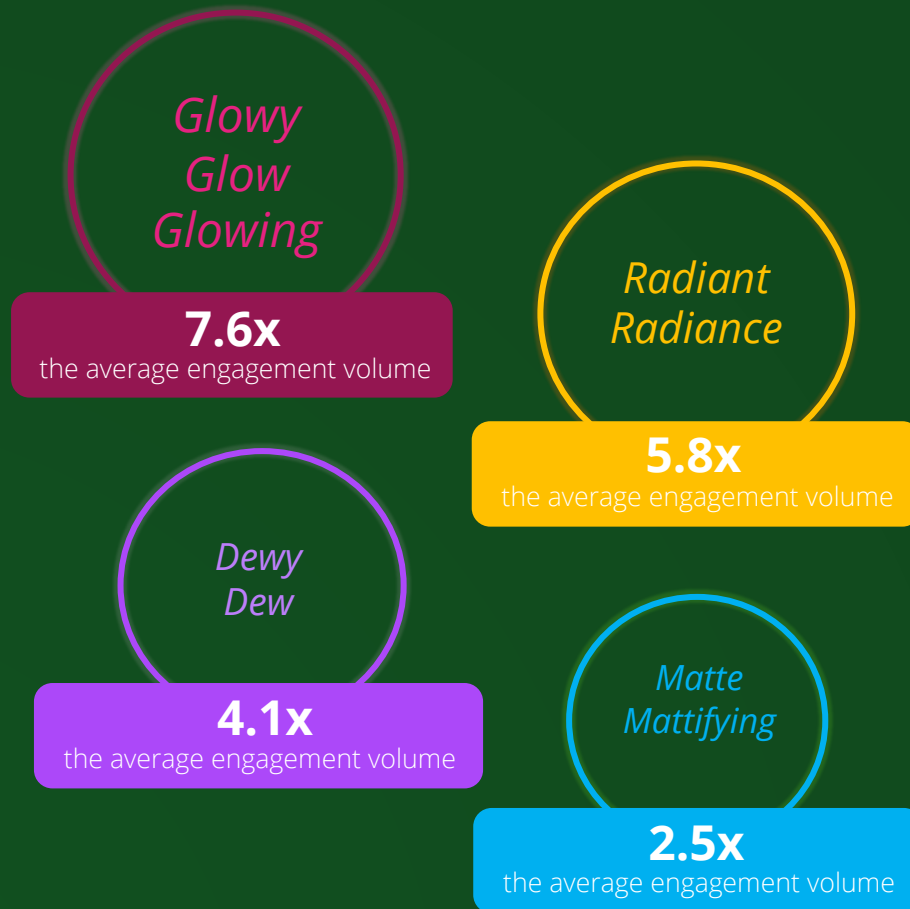
Geo: U.S.

Time Frame: April - October 2021

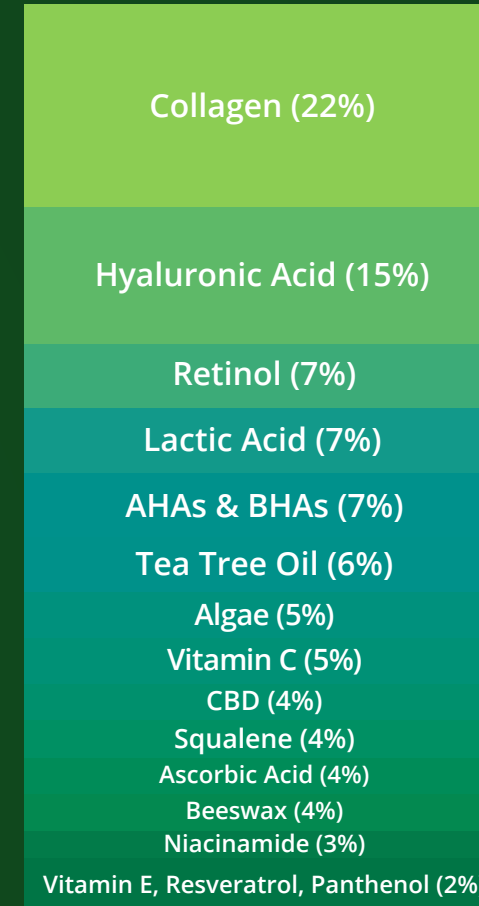
# 2021: The Year of the Glow-Up

Online Engagement by a U.S. Beauty Audience

## Keyword Engagement by Volume:



## Top Ingredients by Percent Share of Engagement (%):



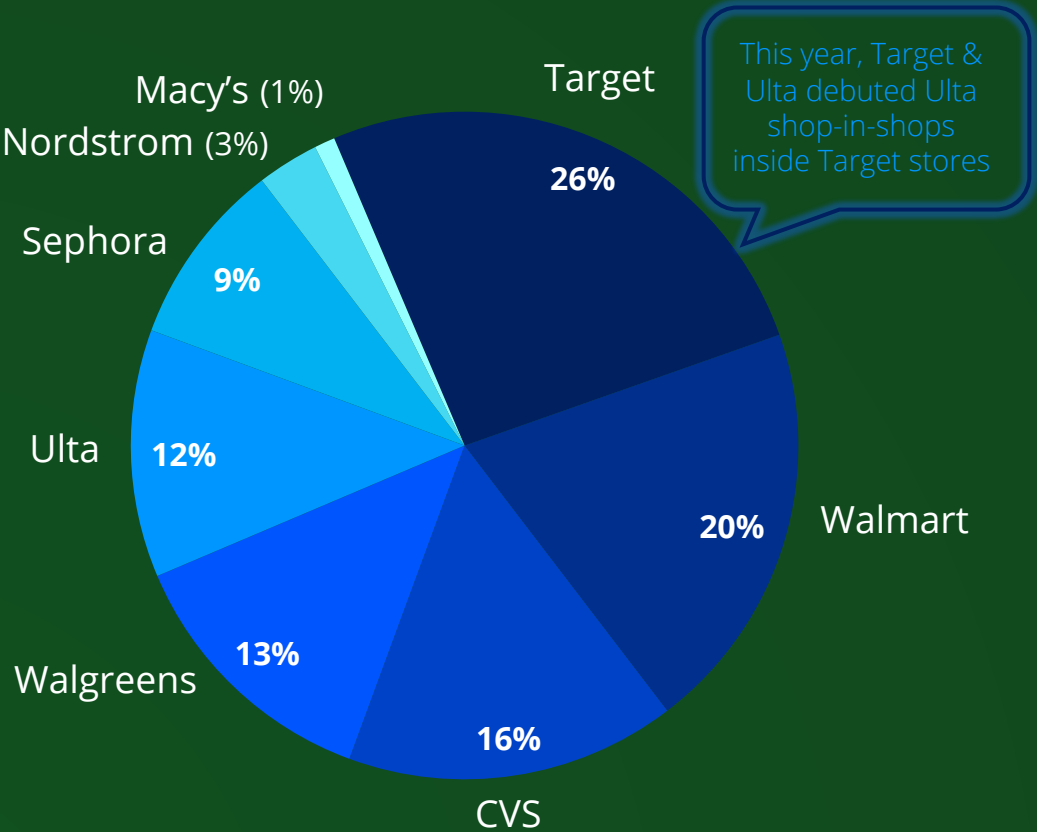
Online engagement is measured by searches, clicks, & shares | Geo: U.S | Time Frame: April - October 2021



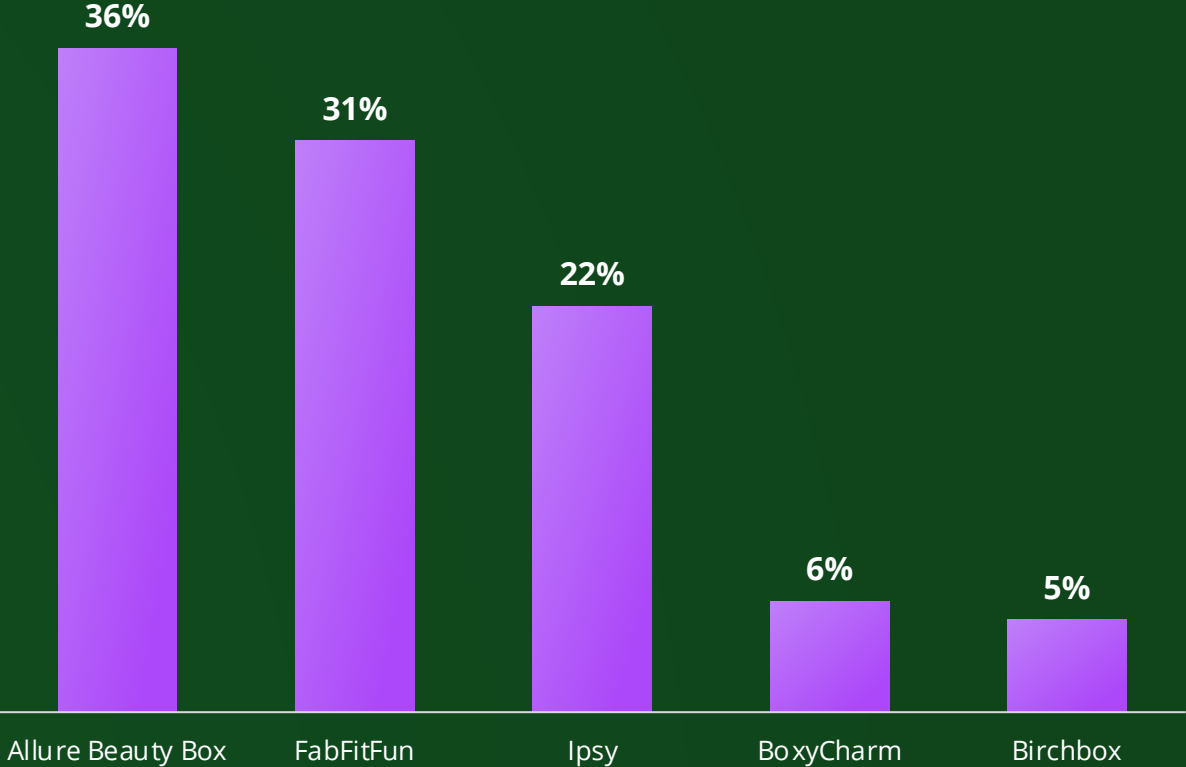
# Consumers Are Reaching for Affordable Beauty Discovery

Online Engagement by a U.S. Beauty Audience

Retailer Market Share for New Beauty Discovery (%):



Top Beauty Subscription Boxes by Percent Share (%):



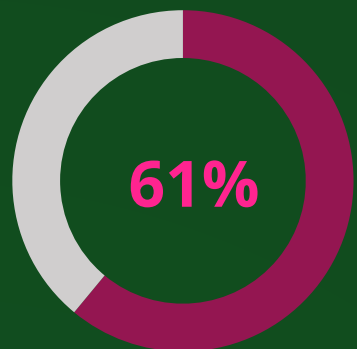
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# Skin Enhancing Makeup Stands Out

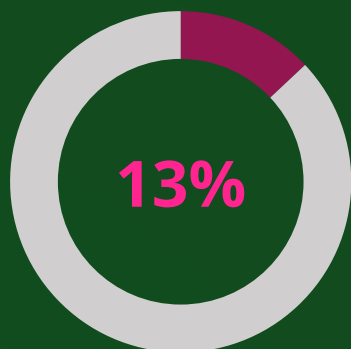
Online Engagement by a U.S. Makeup Audience

## Top Searched & Shared Products:

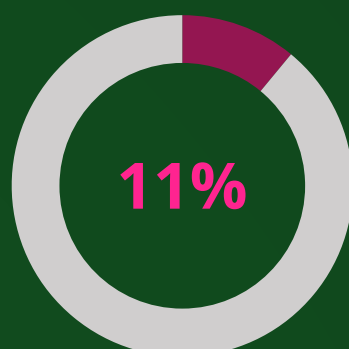
*by Percent Share of Engagement*



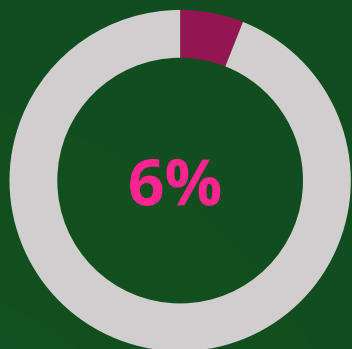
Foundations



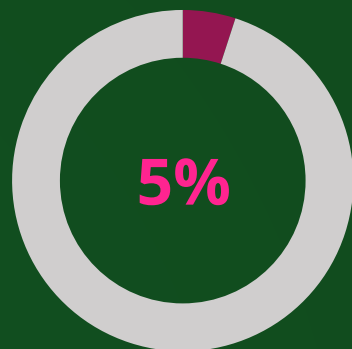
Palettes



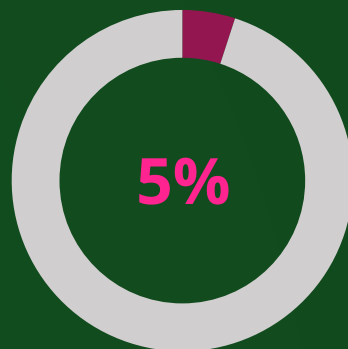
Primers



Mascara



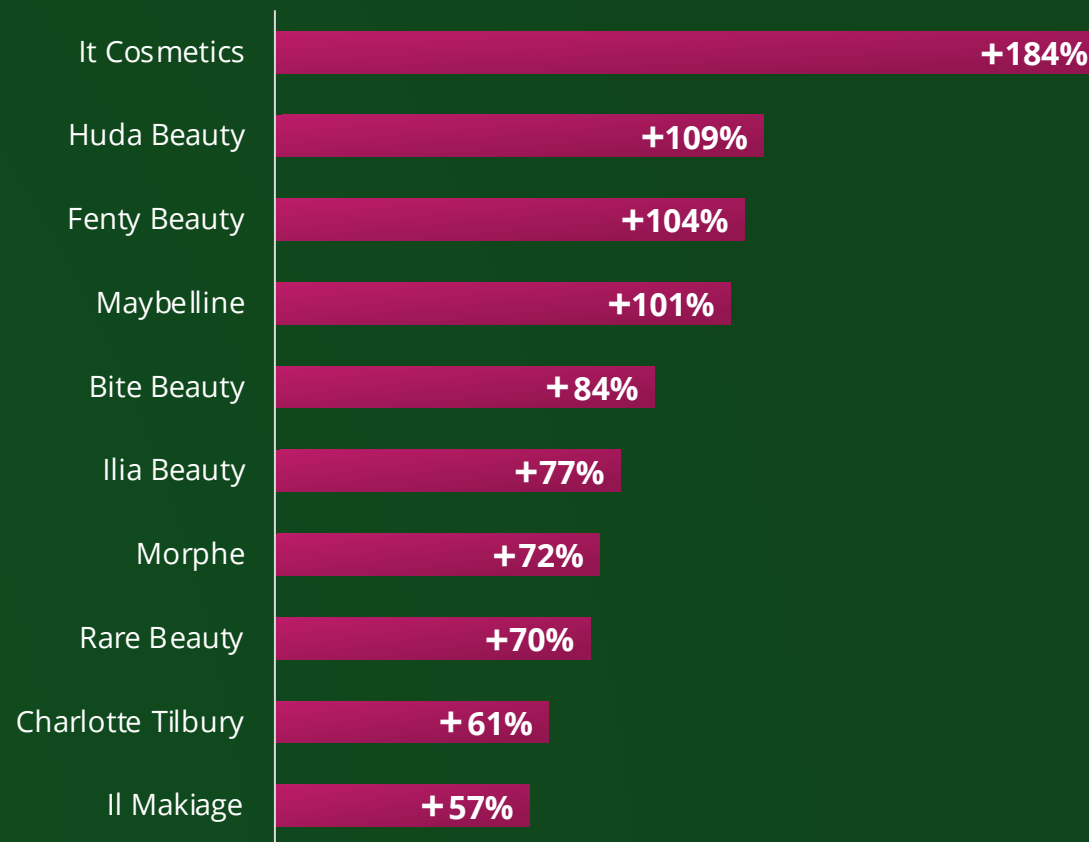
Eyebrow Products



Concealers

## Fastest Growing Brands:

*by Average Month-Over-Month Growth*



# Makeup Trends

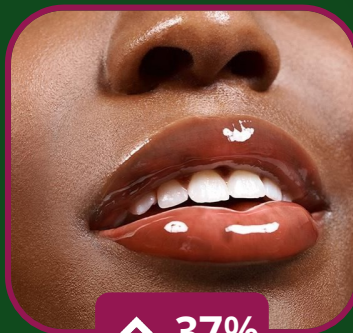
Online Engagement by a U.S. Makeup Audience

Average Week-Over-Week Engagement Growth (%):



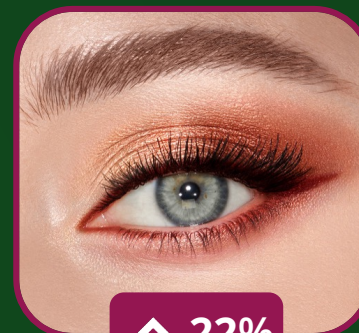
^ 41%

Blush Draping



^ 37%

Glassy Lip Gloss



^ 22%

Bronze & Copper Tones



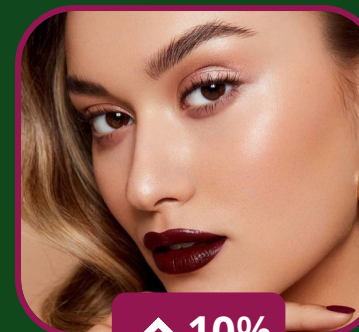
^ 19%

Refillable Products



^ 16%

Embellishments



^ 10%

Burgundy Lips



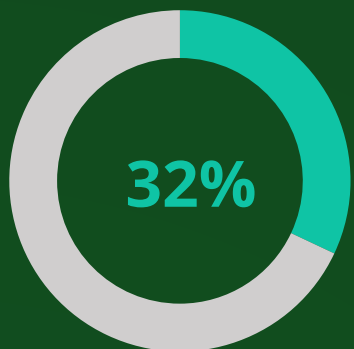
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# Skincare Favorites Go Beyond the Basics

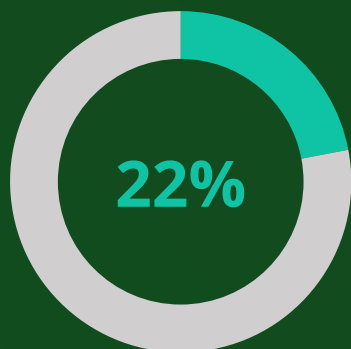
Online Engagement by a U.S. Skincare Audience

## Top Searched & Shared Products:

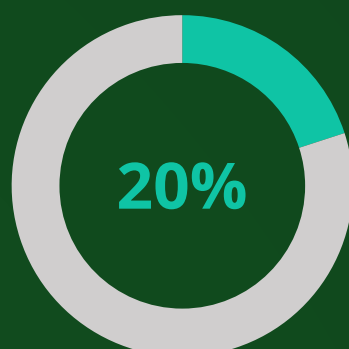
*by Percent Share of Engagement*



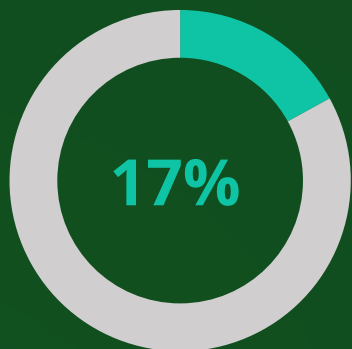
Sunscreens



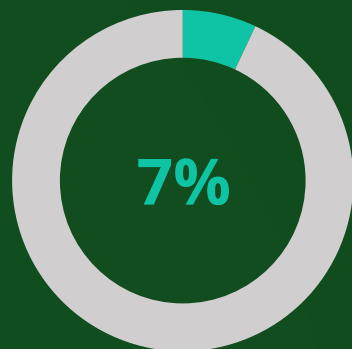
Serums



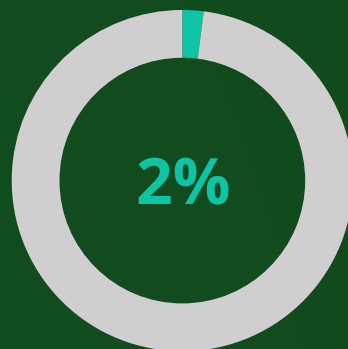
Cleansers



Moisturizers



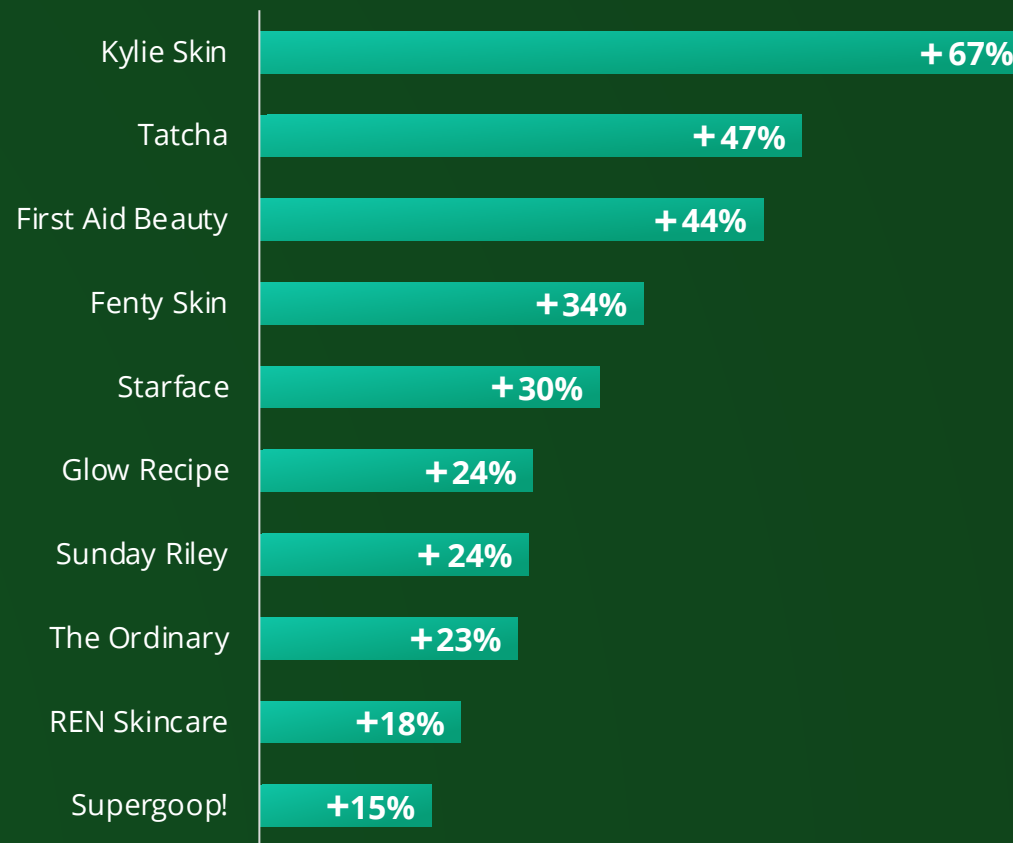
Exfoliators



Eye Creams

## Fastest Growing Brands:

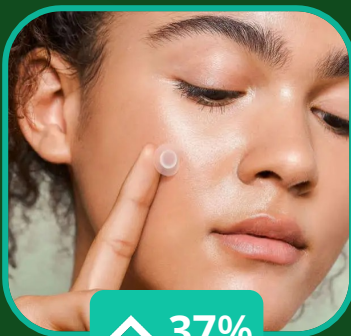
*by Average Month-Over-Month Growth*



# Skincare Trends

Online Engagement by a U.S. Skincare Audience

Average Week-Over-Week Engagement Growth (%):



^ 37%

Pimple Patches



^ 14%

Microbiome-Friendly  
& Probiotic Skincare



^ 11%

Moisturizing Hand  
Sanitizer



^ 10%

Double Cleansing



^ 8%

Skin Supplements



^ 4%

Skinamalism

*minimalistic skincare routines*



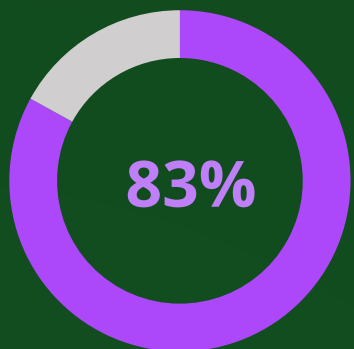
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# Luxury Haircare is in Demand

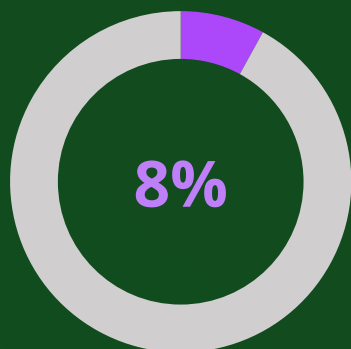
Online Engagement by a U.S. Haircare Audience

## Top Searched & Shared Products:

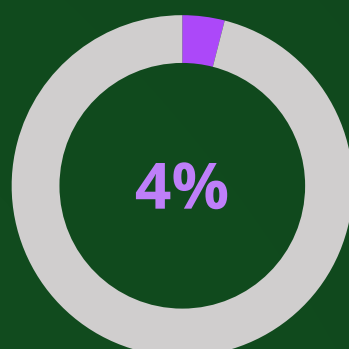
*by Percent Share of Engagement*



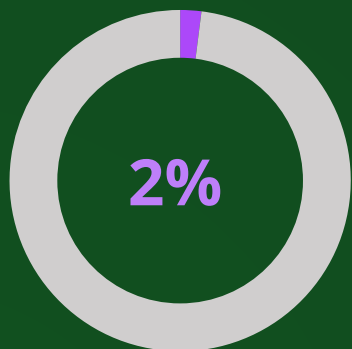
Shampoos  
& Conditioners



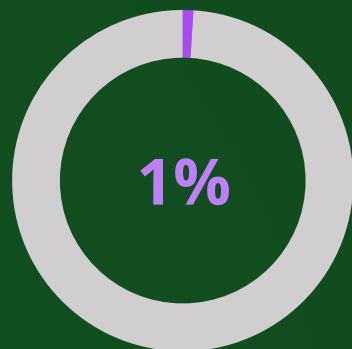
Dry Shampoos



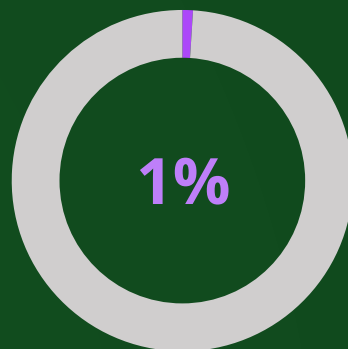
Styling Creams  
& Gels



Hair Oils



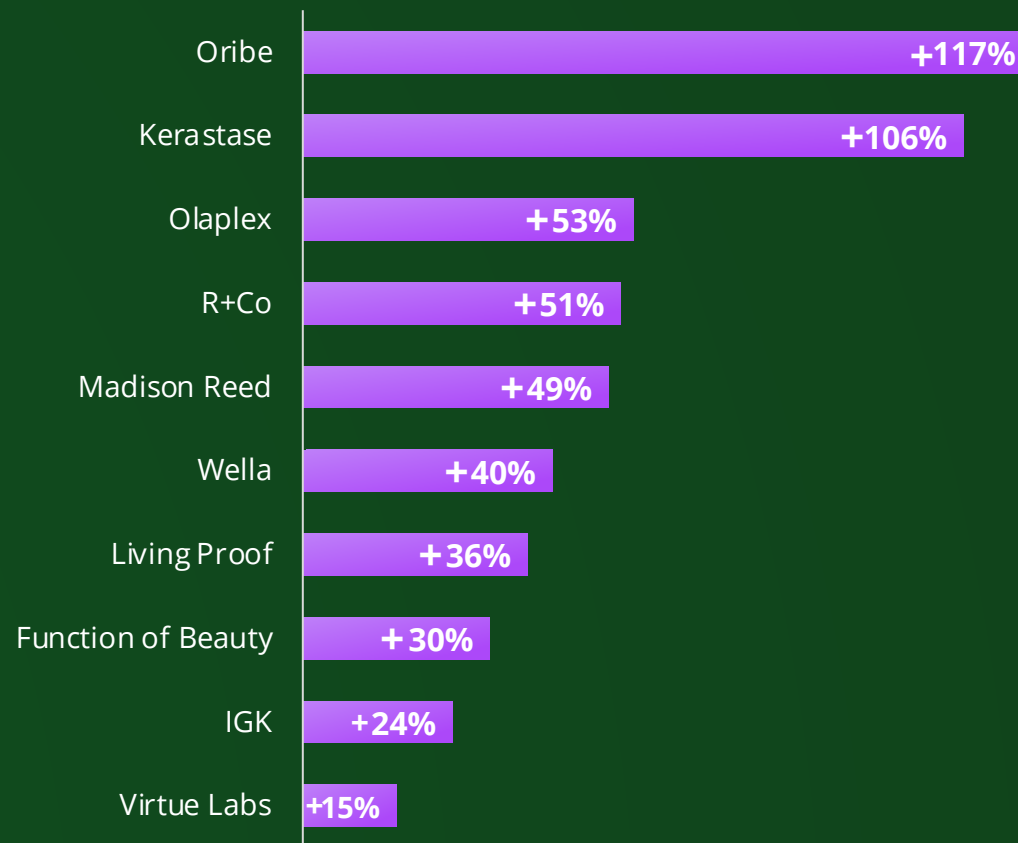
Heat Protectants



Anti-frizz &  
Smoothing

## Fastest Growing Brands:

*by Average Month-Over-Month Growth*



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# Hair Trends

Online Engagement by a U.S. Haircare Audience

Average Week-Over-Week Engagement Growth (%):



^ 65%

Face Framing Highlights



^ 58%

Blunt Bobs & Lobs



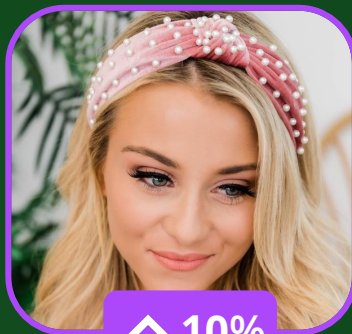
^ 37%

Soft Bangs



^ 19%

Auburn Tones



^ 10%

Headbands



^ 6%

Rich Brunettes

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**Thank You**

