

BEAUTY REPORT

AUG - NOV 2025

Trends and moments that ruled search



Louis Venter

Founder & CEO | MediaVision

The UK beauty landscape is evolving - fast. Metis data shows brand search is down 1.4% year-on-year, while non-brand, product-led search is up 3.28%. Consumers aren't just searching for brands anymore - they're far more product and trend led. That shift presents a major opportunity for marketers who can react to emerging demand and capture growth as it happens.

From LED face masks (+131%) to lip stains (+118%) and Korean skincare (+28%), the data tells a clear story - innovation and self-care are driving discovery. Trends like brown mascara (+61%) and pink hair dye (+57%) highlight how TikTok-led micro-movements are shaping entire product categories. The Christmas season is amplifying this effect, with makeup gift sets, perfume, and bronzer searches all climbing as consumers seek meaningful, affordable gifts.

This is where speed becomes your competitive edge. Metis identifies and activates on these non-brand trends 4x faster than competitors, helping brands align SEO, content, and PR strategies in real time. In beauty - where trends move at the speed of social - being first means winning visibility, revenue, and market share.

It's also a pivotal time for businesses to focus on Share of Brand Search, a metric proven by Les Binet to correlate with market share and even share price. With paid search costs rising, an exceptional SEO strategy reduces reliance on paid, freeing up spend for brand investment or improving EBITDA directly.

Our latest report highlights leading brands such as Boots, Superdrug, and Charlotte Tilbury, alongside fast risers Space NK, Sephora, and The Ordinary - brands combining agility with performance.

And with 6 Global Search Award and 5 UK Search Award nominations, our proven approach is helping beauty brands move first, act faster, and grow stronger.

The data is clear: the future of beauty belongs to those who react fastest.

THE IMPORTANCE OF SHARE OF BRAND SEARCH

In a world of diminishing returns from paid search, share of brand search has become a vital brand health metric—especially as the brand vs. performance debate intensifies. CMOs are under pressure to deliver growth with tighter budgets in a softer market.

That's why we built the Share of Brand Search module in Metis - to give clients weekly, actionable insight into brand visibility and performance.

This isn't just a hunch; it's a proven fact. As demonstrated by marketing effectiveness experts Les Binet and James Hankins, there is a strong correlation between a brand's share of search and its market share. This means that an increase in a brand's share of search often precedes a rise in its market share, making it a powerful leading indicator of future growth.

Louis Venter
Founder & CEO | MediaVision

WHO WE WORK WITH

ABBOTT LYON

ACCESSORIZE
LONDON

 CHILLY'S

MONSOON

NEW LOOK

RIVER ISLAND

URBAN OUTFITTERS

HUSH

OUR AWARDS

GLOBAL
Agency
Awards
2024
Winner
Best SEO Campaign

 UK
SEARCH AWARDS
2024 | WINNER
Best Use of Data

 EUROPEAN
SEARCH AWARDS
2024 | WINNER
Best Search Software Tool

 GLOBAL 2024
SEARCH AWARDS
WINNER
Best UK SEO Campaign

GLOBAL
Agency
Awards
2024
Winner
Most Innovative
Agency of the Year

UK
DIGITAL
GROWTH
AWARDS
'24 WINNER
Best Use of AI
in Digital

UK
DIGITAL
GROWTH
AWARDS
'24 WINNER
Best Use of Data

UK
DIGITAL
GROWTH
AWARDS
'24 WINNER
Innovation Award

WHO RULED?

From high street fixtures to viral online marketplaces, these are the biggest brands dominating share of brand search.





Oliver Yee

Head of SEO | MediaVision

With the festive trading period fast approaching, our share of search data reveals which beauty brands are best positioned to win during the peak season.

As a high street staple across the UK, Boots has cemented its leadership with a 37.5% share of brand search. This reflects the strength of its omnichannel presence and enduring consumer trust. With an extensive range that serves its customer base across various price points in its beauty collection, Boots looks set to win as we head into Black Friday and Christmas.

Superdrug follows with 12.3%, driven by competitive pricing, social-led promotions, and more recently, its venture into Korean skincare.

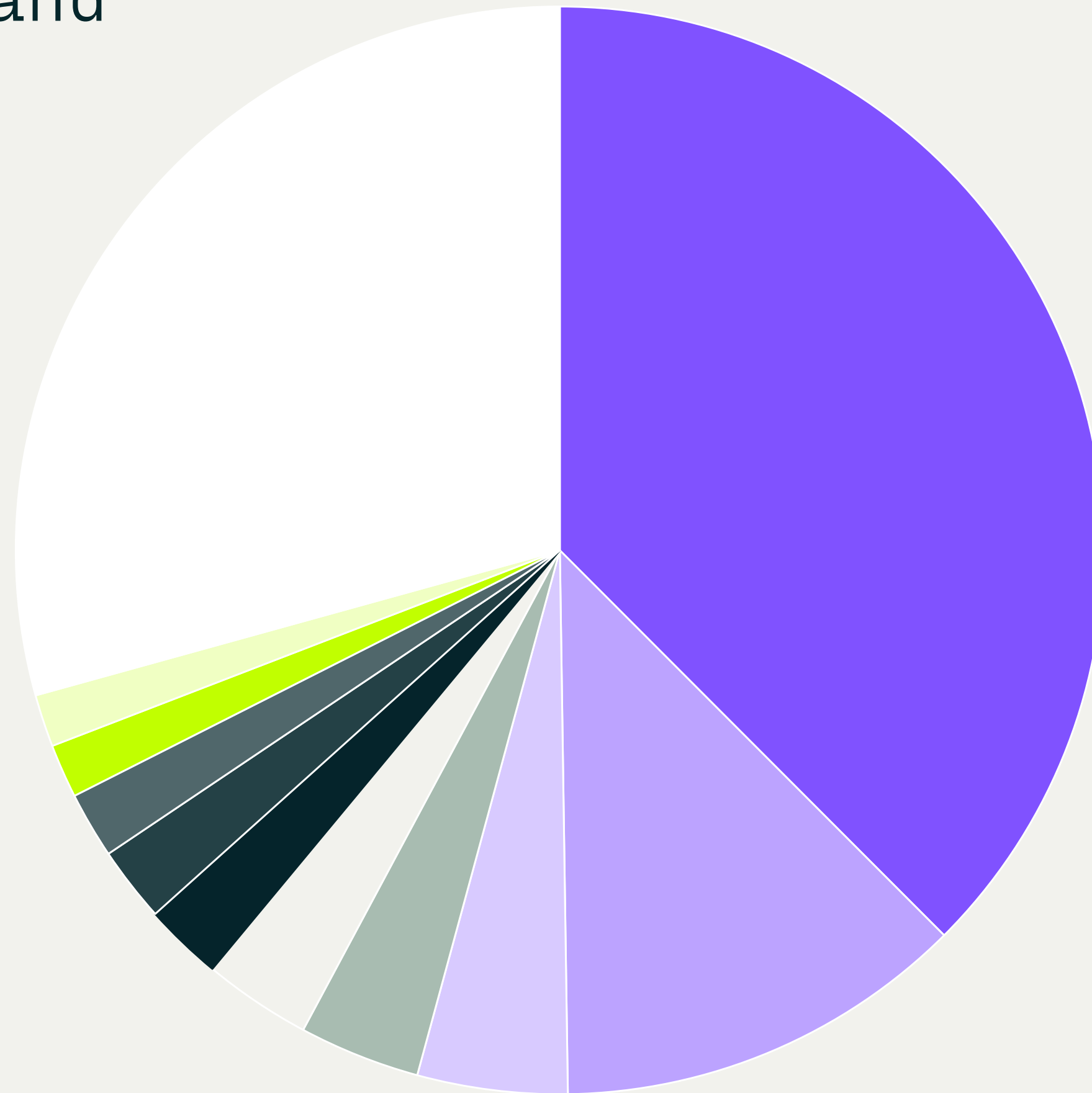
LookFantastic (4.5%) and Sephora (3.6%) remain key players in the online beauty space. LookFantastic continues to benefit from its broad product range and loyalty schemes, while (for better or worse) Sephora's controversial collab with Mariah Carey looks set to supercharge its brand visibility through the holiday season.

Charlotte Tilbury's 3.2% share highlights the enduring strength of its luxury positioning and celebrity-led brand moments, which continue to generate cultural buzz.

Meanwhile, established names such as The Body Shop (2.3%) and Space NK (2.2%) are showing resilience, supported by loyal customer bases and increasing efforts to modernise their online experience.

The Perfume Shop (2.0%) and Cult Beauty (1.6%) remain strong in their specialist niches, while newer cult favourites like Drunk Elephant (1.6%) continue to punch above their weight, thanks to strong social storytelling and community-driven advocacy.

Share of Brand Search

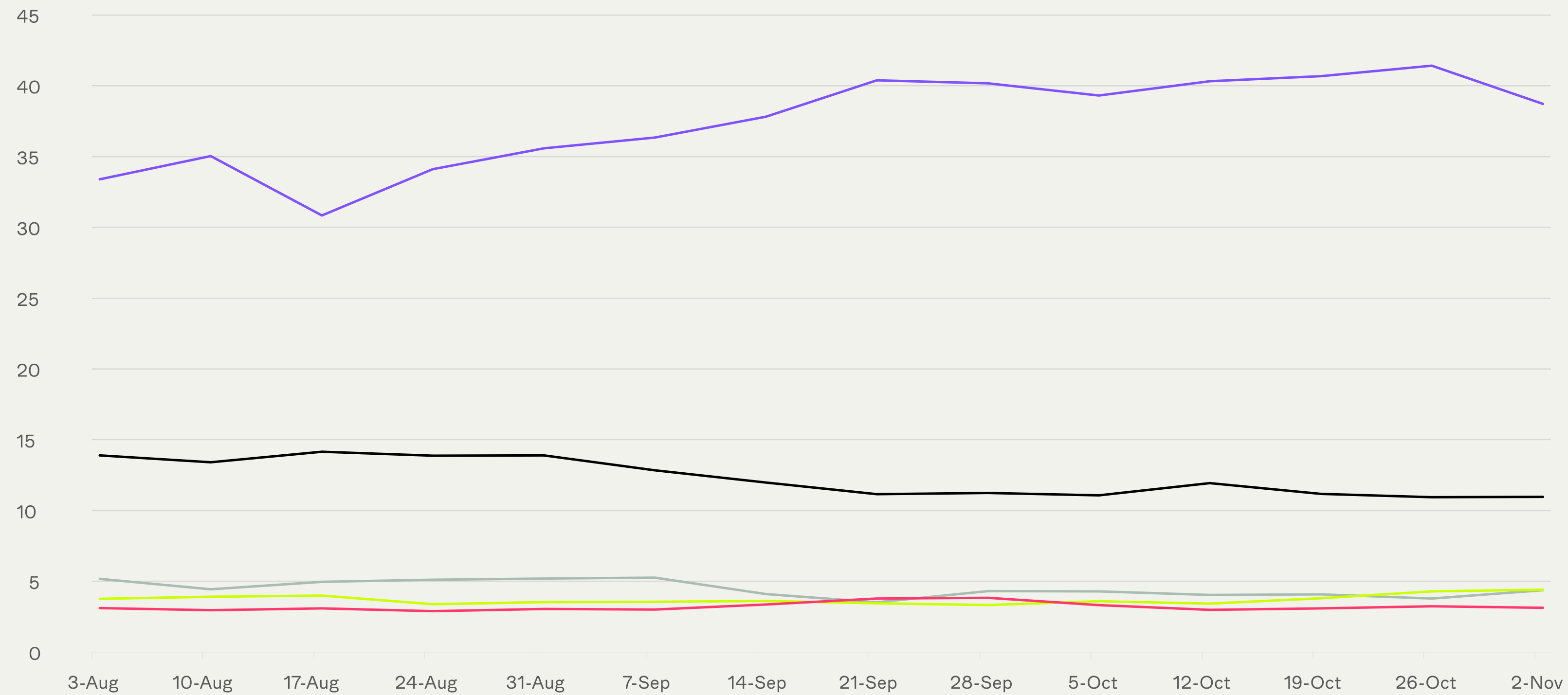


Beauty Brands

	Boots	37.5%
	Superdrug	12.3%
	Lookfantastic	4.5%
	Sephora	3.6%
	Charlotte Tilbury	3.2%
	The Body Shop	2.3%
	Space NK	2.2%
	The Perfume Shop	2.0%
	Cult Beauty	1.6%
	Drunk Elephant	1.6%
	Everyone else	29.3%

Share of Brand Search Over Time

(3 Aug - 2 Nov)



WHO GREW THE FASTEST?

Some brands stayed steady,
others surged ahead with serious
momentum. These are the brands
that grew the fastest over the
past three months.





Annabelle Sacher

Head of Digital PR
MediaVision

The majority of the fastest growing beauty brands over the past quarter have one key strategy nailed: each has implemented multi-channel brand activations rooted in cultural relevance, innovation, and effective retail strategies.

Boots' remarkable +1.12% rise has been driven by two dynamic and innovative campaigns combining partnerships, TV, social, PR, interactive digital tools, and in-store activations. First, the brand's "Pharmacists Everywhere" behaviour change campaign reinforced Boots' positioning beyond beauty, enhancing brand authority in healthcare, solidifying consumer trust, and increasing demand online.

Second, the brand's magical Christmas campaign featuring the iconic Puss in Boots and many celebrity friends. The campaign's personalisation angle, emphasising "joy" and accessible gifting at every price point, has resonated widely amid cost-conscious consumers, leading to heightened demand and engagement.

Space NK's measured +0.5% growth has been supported by its hyper-local store expansion, combined with interactive store events and notable brand collaborations. These activations created meaningful physical and digital touchpoints, boosting local awareness and consumer experience, while gifting pushes tapped into seasonal buying motivations. This strategy neatly balanced experiential retail with cultivated community engagement, making the brand increasingly relevant to shoppers' everyday lives.

Sephora's +0.33% growth leveraged gifting offers, brand collaborations and socially driven product pushes. However, the brand's 2025 Christmas campaign - which has significantly influenced search demand - sparked backlash for being tone-deaf, as many consumers felt it mocked economic hardship and worker struggles amid the cost-of-living crisis. This illustrates that while Sephora's growth is notable, not all growth is positive, and brands must carefully navigate cultural sensitivity to avoid reputational risks - not all PR is good PR!

These gains position all three brands well for the critical Christmas period by amplifying brand desirability, driving online demand. For similar beauty brands, key takeaways include the effectiveness of integrated campaigns underpinned by culturally resonant storytelling that connects with consumer emotions; reinforcing brand visibility, authority and demand.

Ultimately, the majority of this quarter's fastest growing brands illustrate that well-rounded brand-building tactics - blending innovation, personalisation, and cultural relevance - translate into measurable growth and increase the likelihood of commercial impact.

Share of Brand Search: Top 20 Fastest Growing

Brand	Share of Search %	Difference YoY
BOOTS	37.52	+1.22
SPACENK	2.23	+0.5
SEPHORA	3.62	+0.33
L'OCCITANE	0.55	+0.25
RITUALS	1.00	+0.25
CHARLOTTE TILBURY	3.20	+0.23
THE ORDINARY	1.10	+0.2
SUPERDRUG	12.31	+0.17
THE BODY SHOP	2.34	+0.16
KYLIE COSMETICS	0.22	+0.1
DIPTYQUE	0.48	+0.08
BOTANICALS	0.39	+0.08
LOREAL	0.39	+0.07
FENTY BEAUTY	0.39	+0.05
ESPA	0.20	+0.04
HUDA BEAUTY	0.63	+0.04
AESOP	0.47	+0.04
GUERLAIN	0.22	+0.03
LOOKFANTASTIC	4.47	+0.03
MORPHE	0.32	+0.03

TRENDSPOTTING

What's made us double tap,
screenshot and add to bag
lately?





WHAT OUR CLIENTS SAY ABOUT US

“While of course providing the content & technical support you'd expect from a quality SEO agency, MediaVision's real strength has been in the way they've helped us grow our organic search traffic by leveraging their data and technology to identify & capture trending search opportunities faster than the competition.”

Andy Berks
Chief Customer Officer,
Monsoon Accessorize



“Partnering with MediaVision has enabled us to unlock growth and make significant improvements to our organic search rankings at speed. The team are able to provide a combination of great technical expertise as well as valuable market insight, and their quickfire, trend responsive approach to SEO sets them apart.”

Ashley Addison
Head of Media, River Island

RIVER ISLAND

“What attracted me to MediaVision over others in the market was their unique approach to data and how we could build an SEO strategy around it. By reacting to real-time weekly demand trends, we’re able to align the team with what our customers are searching for in near real time, allowing us to react faster than the market.”

Tom McEwan
Head of Performance, Urban Outfitters

URBAN OUTFITTERS



Jacky Lovato

Head of Content | MediaVision

At a category level, most niches are growing, with retailers leading the way thanks to the convenience and comparison they offer. But the real story lies in the granular trends driving that growth.

Searches for LED face masks, Korean skincare and colourful hair dyes are surging as shoppers take cues from TikTok, wellness culture and a wider push towards self-expression. More people are blending technology, creativity and experimentation into their daily routines, a shift that's clearly reflected in the data.

The rise in demand for lip stains and cream bronzers signals a move towards softer, skin-first beauty, a contrast to the bold, high-glam “Brat era” that defined the previous months. Meanwhile, spikes in pink, blue and ginger hair dye searches show that self-expression is far from fading.

Across it all, wellness, creativity and individuality are converging, and with Metis tracking these shifts in real time, brands can see exactly how culture is shaping demand and move first to capture it.

The opportunity now lies in using these insights to create content, products and campaigns that meet consumers in the moment, turning trend awareness into lasting visibility and authority.

Beauty Category Leaderboard

Category	Share of Search	% Demand Change YoY
Retailer	65.51%	+1.31%
Skincare/Makeup	24.39%	-2.17%
Body/Bath	5.12%	+0.67%
Fragrance	3.38%	+0.09%
Haircare	1.44%	+0.09%
Tools/Accessories	0.15%	0%

Non-brand search trends:

Top 50

Query	% Change YoY	Search Demand Difference			
LED face mask	131%	46,077	brown hair dye	25%	4,514
lip stain	118%	45,190	concealer	4%	3,907
perfume	6%	31,552	ginger hair dye	35%	3,778
Korean Skincare	28%	29,055	cream bronzer	13%	3,624
makeup bag	20%	16,117	contour stick	14%	3,355
hair dye	16%	13,337	dark brown hair dye	27%	3,324
microblading eyebrows	19%	11,164	light brown hair dye	25%	3,314
gel nail polish	38%	11,075	goth makeup	30%	3,281
mascara	11%	10,475	hair spray	18%	3,061
bronzer	15%	10,186	perfume for men	20%	2,985
pink hair dye	57%	9,397	face moisturiser	12%	2,786
lip liner	20%	8,919	dark red hair dye	54%	2,779
brown mascara	61%	8,818	eyebrow gel	8%	2,613
eyebrow piercing	53%	7,856	concealer brush	31%	2,596
semi permanent hair dye	31%	7,400	hair dye remover	31%	2,535
blue hair dye	41%	7,381	hair perfume	10%	2,501
moisturiser	7%	7,182	makeup remover	29%	2,496
makeup gift sets	15%	7,033	best eyelash curler	46%	2,407
red hair dye	24%	6,218	best mascara	8%	2,335
eyebrow waxing near me	32%	5,634	black hair dye	19%	2,259
setting spray	10%	5,613	foundation brush	6%	2,256
purple hair dye	31%	5,573	blonde hair dye	10%	2,203
makeup brush set	23%	5,308	vanilla perfume	21%	2,155
nail polish	13%	5,131	best under eye concealer	38%	2,057
makeup brushes	8%	4,570	ash brown hair dye	33%	1,968

Non-brand search decline:

Bottom 50

Query	% Change YoY	Search Demand Difference			
eyelash extensions	-27%	-30,313	glitter lipstick	-42%	-1,634
eyelashes	-13%	-11,459	eyelash tint	-7%	-1,459
magnetic eyelashes	-30%	-11,385	auburn hair dye	-8%	-1,392
makeup organiser	-18%	-5,764	eyelash growth serum	-8%	-1,223
70s makeup	-70%	-5,213	eyelash lift	-9%	-1,141
makeup looks	-15%	-5,184	false eyelashes	-5%	-1,073
eyebrow lamination	-11%	-4,695	best waterproof mascara	-8%	-1,070
makeup brush cleaner	-18%	-4,388	ladies perfume	-4%	-859
cheap perfume	-12%	-3,779	fake tan remover	-47%	-832
festival makeup	-45%	-3,667	makeup mirror	-4%	-743
clear mascara	-17%	-3,665	red nail polish	-14%	-673
neon nails	-12%	-3,426	mens perfume	-1%	-584
green hair spray	-18%	-2,727	eyebrow makeup	-7%	-513
eyebrow threading near me	-4%	-2,573	liquid lipstick	-11%	-440
perfume gift sets	-8%	-2,571	kids makeup	-3%	-439
fake eyelashes	-16%	-2,540	eyebrow trimmer	-8%	-413
tinted moisturiser	-4%	-2,485	blue eye makeup	-24%	-405
sky high mascara	-8%	-2,433	makeup artist near me	-2%	-396
tinted lip balm	-15%	-2,406	permanent makeup	-5%	-383
red lipstick	-10%	-2,184	makeup for kids	-3%	-332
eyebrow microblading	-9%	-1,882	natural makeup	-2%	-310
80s makeup	-23%	-1,864	makeup box	-2%	-298
moisturiser for oily skin	-17%	-1,847	orange hair dye	-3%	-297
eyelash glue	-10%	-1,831	silver hair dye	-2%	-281
nail polish set	-9%	-1,676	glitter nail polish	-11%	-265

LEADERBOARDS



BUYERS :

- > Demand seasonality to inform trade planning
- > Historic trends to inform future buys
- > Identify ranging opportunities
- > Identify category expansion opportunities

MERCHANDISERS :

- > Clear view of consumer demand
- > Faster decision making
- > Automated tasks reducing manual work

INSIGHT TEAMS :

- > Clear weekly view of consumer demand
- > Clear weekly view of brand demand and share of brand search
- > Clear weekly view of competitor brand demand
- > Rapid identification of rising trends 4x faster than the competition

DIGITAL AND MARKETING TEAMS :

- > Optimise SEO & paid search strategy
- > Grow organic search traffic by extending coverage
- > Increase efficiency of marketing spend by reducing / re-deploying paid search spend
- > Understanding share of brand search weekly

CUSTOMERS :

- > Helps give the customer the right product at the right trading time, helping to limit margin erosion for a business

TRADING TEAMS :

- > Site trading & content relevant to current search demand, driving conversion
- > Improved taxonomy & categorization.
- > Optimised product copy & titles

We're not just creating SEO impact for our clients

We help clients embed **Metis** data across all teams
to maximise growth and profitability.

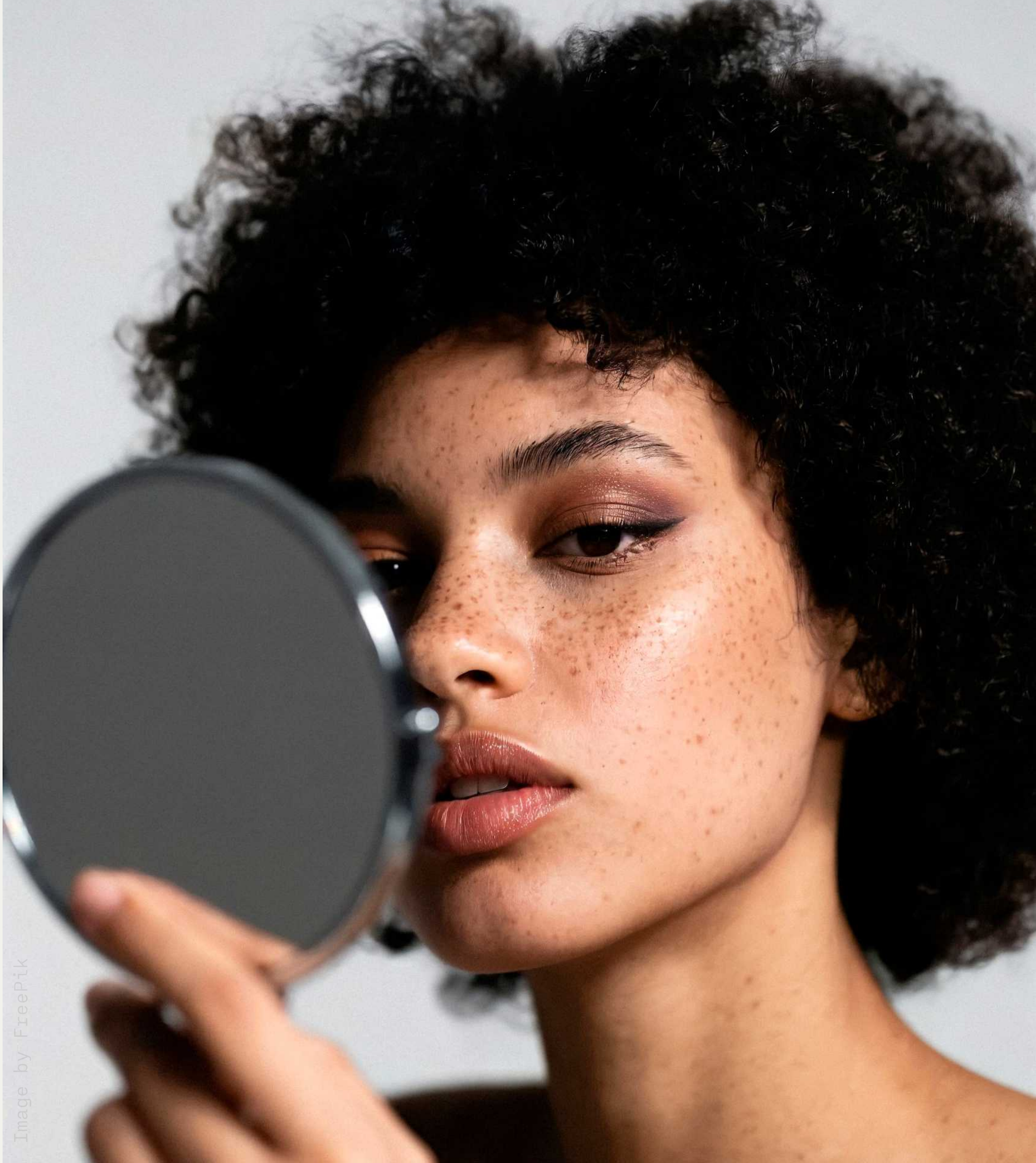


Share of Brand Search: Top 100

Brand	Share of Search %	Difference YoY
BOOTS	37.52	1.22
SUPERDRUG	12.31	0.17
LOOKFANTASTIC	4.47	0.03
SEPHORA	3.62	0.32
CHARLOTTE TILBURY	3.2	0.23
THE BODY SHOP	2.34	0.16
SPACE NK	2.23	0.5
THE PERFUME SHOP	1.97	-0.21
CULT BEAUTY	1.58	-0.28
DRUNK ELEPHANT	1.58	-1.64
CHANEL	1.34	0.03
JO MALONE	1.34	-0.05
BEAUTY BAY	1.31	-0.45
THE ORDINARY	1.1	0.2
RITUALS	1	0.25
CLINIQUE	0.89	-0.07
GLOSSIER	0.87	-0.4
ESTEE LAUDER	0.86	0.01
BEAUTY PIE	0.84	-0.2
NEAL'S YARD	0.82	-0.21
AVON	0.76	-0.07
MOLTON BROWN	0.75	-0.01
LIZ EARLE	0.74	-0.05
ELEMIS	0.72	-0.03
HUDA BEAUTY	0.63	0.04
BULLDOG	0.6	-0.06

Brand	Share of Search %	Difference YoY	Brand	Share of Search %	Difference YoY
CLARINS	0.59	-0.03	ESPA	0.2	0.04
L OCCITANE	0.55	0.25	URBAN DECAY	0.19	-0.05
KIEHLS	0.52	-0.01	COLAB	0.19	0.02
TRINNY LONDON	0.5	-0.16	JOHN FRIEDA	0.18	0
DIPTYQUE	0.48	0.08	LAURA MERCIER	0.17	0
REVOLUTION	0.47	0.01	ICONIC LONDON	0.17	0.01
AESOP	0.47	0.04	ELIZABETH ARDEN	0.17	0
PAULA'S CHOICE	0.47	0	THE INKEY LIST	0.17	0.02
RARE BEAUTY	0.43	0.01	FEEL UNIQUE	0.16	0.03
BOBBI BROWN	0.43	-0.05	GLOSSYBOX	0.16	-0.01
LOREAL	0.39	0.07	MILK MAKEUP	0.16	-0.03
BOTANICALS	0.39	0.08	ESCENTUAL	0.15	-0.01
FENTY BEAUTY	0.39	0.05	NO7	0.15	0.01
YVES SAINT LAURENT	0.33	0.01	SHEA MOISTURE	0.15	-0.05
DOVE	0.33	0.02	TOO FACED	0.14	-0.02
MORPHE	0.32	0.03	ANASTASIA BEVERLY HILLS	0.13	0
MAC COSMETICS	0.32	-0.03	GARNIER	0.12	0.01
NARS	0.32	0.01	BLISS	0.12	0
LANCOME	0.27	0	NIVEA	0.12	0.01
BARE MINERALS	0.27	-0.03	NEUTROGENA	0.12	0.01
MAYBELLINE	0.27	0	PAT MCGRATH	0.12	0.02
HOURLASS	0.25	0.01	FIRST AID	0.1	0.01
KYLIE COSMETICS	0.22	0.1	DENMAN	0.1	0
GUERLAIN	0.22	0.03	PIXI	0.09	-0.01
COLLECTION	0.21	0.03	BARRY M	0.08	-0.01
NYX	0.21	0.02	THIS WORKS	0.08	0.01

Brand	Share of Search %	Difference YoY
SUNDAY RILEY	0.08	-0.02
OLAY	0.08	0
TRESEMME	0.08	0.01
REVLON	0.08	-0.01
TONI & GUY	0.08	0
OLE HENRIKSEN	0.08	0.01
MARIO BADESCU	0.07	-0.02
RIMMEL	0.07	0
AUSSIE	0.06	0
SARAH CHAPMAN	0.06	0
REAL TECHNIQUES	0.06	-0.01
BUMBLE AND BUMBLE	0.05	0
LIVING PROOF	0.05	0
LUSH	0.05	0
BENEFIT COSMETICS	0.05	0.02
WET N WILD	0.04	-0.01
EVE LOM	0.04	0
OGX	0.04	0.01
PANTENE	0.04	0.01
ALPHA H	0.02	0
SMASHBOX	0.02	0
ARMANI BEAUTY	0.02	0



Non-brand trend Leaderboard: Top 170

Query	% Change YoY	Search Demand Difference YoY
LED face mask	131%	46,077
lip stain	118%	45,190
bodycare	52%	37,907
perfume	6%	31,552
Korean Skincare	28%	29,055
makeup bag	20%	16,117
hair dye	16%	13,337
microblading eyebrows	19%	11,164
gel nail polish	38%	11,075
mascara	11%	10,475
bronzer	15%	10,186
pink hair dye	57%	9,397
lip liner	20%	8,919
brown mascara	61%	8,818
eyebrow piercing	53%	7,856
semi permanent hair dye	31%	7,400
blue hair dye	41%	7,381
moisturiser	7%	7,182
makeup gift sets	15%	7,033
red hair dye	24%	6,218
eyebrow waxing near me	32%	5,634
setting spray	10%	5,613
purple hair dye	31%	5,573
makeup brush set	23%	5,308
nail polish	13%	5,131
makeup brushes	8%	4,570
brown hair dye	25%	4,514
concealer	4%	3,907

Query	% Change YoY	Search Demand Difference YoY	Query	% Change YoY	Search Demand Difference YoY
ginger hair dye	35%	3,778	makeup set	7%	1,578
cream bronzer	13%	3,624	90s makeup	35%	1,560
contour stick	14%	3,355	permanent hair dye	27%	1,480
dark brown hair dye	27%	3,324	makeup kit	12%	1,449
light brown hair dye	25%	3,314	natural hair dye	16%	1,421
goth makeup	30%	3,281	makeup brush holder	35%	1,363
hair spray	18%	3,061	bleach hair dye	38%	1,309
perfume for men	20%	2,985	makeup palette	11%	1,297
face moisturiser	12%	2,786	perfume bottle	14%	1,215
dark red hair dye	54%	2,779	makeup sponge	18%	1,214
eyebrow gel	8%	2,613	white hair dye	16%	1,129
concealer brush	31%	2,596	directions hair dye	5%	1,118
hair dye remover	31%	2,535	laminated eyebrows	31%	1,033
hair perfume	10%	2,501	bottle perfume	14%	1,026
makeup remover	29%	2,496	cream contour	7%	1,026
best eyelash curler	46%	2,407	moisturiser for dry skin	18%	1,003
best mascara	8%	2,335	eyebrow razor	18%	908
black hair dye	19%	2,259	brown nail polish	58%	892
foundation brush	6%	2,256	hair dye shampoo	29%	835
blonde hair dye	10%	2,203	green hair dye	6%	814
vanilla perfume	21%	2,155	uv gel nail polish	20%	807
best under eye concealer	38%	2,057	contour brush	11%	779
ash brown hair dye	33%	1,968	gel nail polish remover	17%	772
eyebrow dye	15%	1,834	pink nail polish	15%	714
benefit mascara	6%	1,827	tanning moisturiser	8%	685
spray color hair	11%	1,780	red brown hair dye	21%	636
temporary hair dye	14%	1,734	body moisturiser	12%	588
hair color spray	11%	1,707	waterproof mascara	6%	520

Query	% Change YoY	Search Demand Difference YoY	Query	% Change YoY	Search Demand Difference YoY
copper hair dye	5%	516	womens perfume	0%	-112
brown lipstick	12%	506	best fake tan	0%	-113
eyebrow pencil	1%	448	primer makeup	-1%	-151
nude lipstick	4%	447	wedding makeup	-1%	-166
pink lipstick	5%	388	long lasting lipstick	-8%	-173
orange lipstick	25%	352	coral lipstick	-6%	-187
face powder	6%	344	scalp moisturiser	-30%	-188
perfume set	2%	280	natural eyelashes	-6%	-190
blue nail polish	9%	276	contour makeup	-2%	-202
lipgloss	1%	223	smokey eye makeup	-2%	-232
foundation makeup	2%	208	black lipstick	-2%	-236
eye makeup remover	4%	196	lip balm	0%	-248
cheap makeup	2%	192	glitter nail polish	-11%	-265
salt spray for hair	2%	191	silver hair dye	-2%	-281
best moisturiser	1%	153	orange hair dye	-3%	-297
fake tan	0%	140	makeup box	-2%	-298
permanent pink hair dye	23%	136	natural makeup	-2%	-310
doll makeup	1%	106	makeup for kids	-3%	-332
girls makeup	1%	74	permanent makeup	-5%	-383
matte lipstick	1%	64	makeup artist near me	-2%	-396
oil free moisturiser	2%	36	blue eye makeup	-24%	-405
face primer	0%	16	eyebrow trimmer	-8%	-413
brown lip liner	-1%	-30	kids makeup	-3%	-439
vegan makeup	-2%	-38	liquid lipstick	-11%	-440
white nail polish	0%	-53	eyebrow makeup	-7%	-513
nude makeup	-1%	-62	mens perfume	-1%	-584
blue mascara	-1%	-64	red nail polish	-14%	-673
glitter hair spray	-11%	-79	makeup mirror	-4%	-743

Query	% Change YoY	Search Demand Difference YoY	Query	% Change YoY	Search Demand Difference YoY
fake tan remover	-47%	-832	makeup looks	-15%	-5,184
ladies perfume	-4%	-859	70s makeup	-70%	-5,213
best waterproof mascara	-8%	-1,070	makeup organiser	-18%	-5,764
false eyelashes	-5%	-1,073	magnetic eyelashes	-30%	-11,385
eyelash lift	-9%	-1,141	eyelashes	-13%	-11,459
eyelash growth serum	-8%	-1,223	eyelash extensions	-27%	-30,313
auburn hair dye	-8%	-1,392			
eyelash tint	-7%	-1,459			
glitter lipstick	-42%	-1,634			
nail polish set	-9%	-1,676			
eyelash glue	-10%	-1,831			
moisturiser for oily skin	-17%	-1,847			
80s makeup	-23%	-1,864			
eyebrow microblading	-9%	-1,882			
red lipstick	-10%	-2,184			
tinted lip balm	-15%	-2,406			
sky high mascara	-8%	-2,433			
tinted moisturiser	-4%	-2,485			
fake eyelashes	-16%	-2,540			
perfume gift sets	-8%	-2,571			
eyebrow threading near me	-4%	-2,573			
green hair spray	-18%	-2,727			
neon nails	-12%	-3,426			
clear mascara	-17%	-3,665			
festival makeup	-45%	-3,667			
cheap perfume	-12%	-3,779			
makeup brush cleaner	-18%	-4,388			
eyebrow lamination	-11%	-4,695			



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