MediaVision

BEAUTY REPORT

MAY - AUGUST 2026

The brands and products that ruled search

LOUIS VENTER

Founder & CEO | MediaVision

The UK beauty sector is evolving rapidly, and the brands that understand where consumer demand is moving are best positioned to capture future growth.

This report lands at an important moment for beauty brands. Changing consumer behaviour, rising acquisition costs and a more fragmented path to purchase are putting greater pressure on brands to build sustainable sources of demand. The recent heatwave has further accelerated interest in seasonal beauty categories, driving increased demand for sunscreen, SPF skincare and bronzing products.

Share of Search provides a clear view of where consumer attention is flowing across the beauty landscape. Boots remains the leading beauty brand in 2026, accounting for 32.02% of share of search, demonstrating the strength of established retail brands. However, challenger and emerging brands are gaining ground, with L'Occitane increasing its share by 0.76 percentage points, while Sol de Janeiro (+0.19pp) and Rhode (+0.17pp) highlight where new sources of consumer demand are emerging.

Product search behaviour is also changing, with consumers increasingly looking for solutions, education and recommendations. Terms such as "best sunscreen cream for face" (+122.6% YoY), "eye patches" (+79.6%), "collagen peptides" (+67.3%) and "under eye patches" (+95.1%) show growing interest in targeted skincare and product-led discovery. Weather-driven demand further highlights the opportunity for brands to be visible as consumer needs change.

We are also entering a new era of search. The growth of AI platforms such as ChatGPT and Google's AI Overviews means brands with the strongest content, clearest product information and deepest understanding of consumer needs will be the ones surfaced, cited and recommended. SEO is no longer just about rankings; it is about being visible wherever consumers are researching and making decisions.

In this report, we explore how share of search is shifting across beauty, where demand is growing and which product trends are shaping consumer behaviour. In a market driven by changing preferences, seasonal moments and constant innovation, the brands that respond fastest will be best placed to capture future demand.

Interpreting

SHARE OF SEARCH

This report combines Share of Wallet, Share of Brand and Share of Category, giving brands the most comprehensive data set yet to compare their performance against. All three are drilldowns into share of search, which has become a tried and tested leading metric for predicting overall long-term revenue growth. Brands like Adidas have led the way on rebuilding their brand tracking frameworks to focus on Share of Search and have seen the results in their bottom line.

In this report, we take Share of Search a step further, splitting it into three segments to provide greater context and detail. Share of Wallet provides the macro context that can help explain brand-level trends that you might be seeing. For example, a 2% drop in traffic for a single brand could be a real terms gain on direct competitors if they are in a market that has seen a 5% drop over the same time frame.

With this top down view, we can move on to Share of Category. How does your sub-section of your market compare with others? As opposed to Share of Wallet, this section can provide more actionable insight. What can stronger or weaker performance tell us about consumer attitudes to this sector during this period and what opportunities does that present, both for brands in and out of that sector?

Finally, we drill down to the brand specific level. Instead of looking at brand level graphs on their own, we're armed now with greater context to help interpret this data. Layer this context into your analysis to form strong rationale for the performance you are seeing at brand level and use it to form an action plan that is rooted in multi-level, real time data, giving those plans the best chance to succeed.

Adam Bly
Growth Director | MediaVision

WHO WE WORK WITH

- NEW LOOK
- CHILLY'S
- URBAN OUTFITTERS
- RIVER ISLAND
- HUSH
- ABBOTT LYON

OUR AWARDS

- GLOBAL Agency Awards 2024 Winner — Best SEO Campaign
- GLOBAL Agency Awards 2024 Winner — Most Innovative Agency of the Year
- GLOBAL Agency Awards 2025 FINALIST
- 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
- UK SEARCH AWARDS 2024 | WINNER — Best Use of Data
- EUROPEAN SEARCH AWARDS 2024 | WINNER — Best Search Software Tool
- GLOBAL SEARCH AWARDS 2024 WINNER — Best UK SEO Campaign
- UK SEARCH AWARDS 2025 WINNER — Best Use of Search In Fashion

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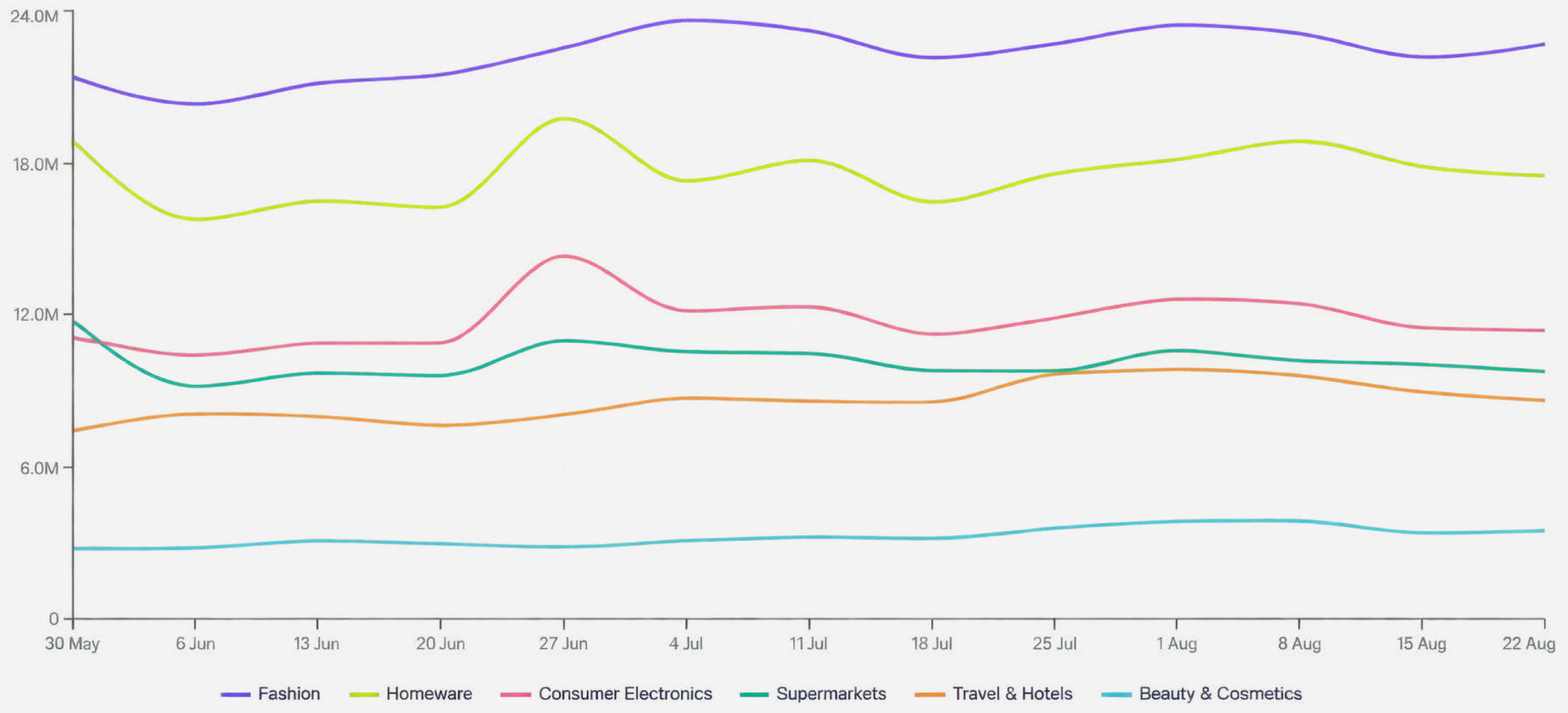
WHERE'S THE MONEY GOING?

We are proud to introduce Share of Wallet, a proprietary Metis feature that groups major sectors to uncover where consumer spending is actually migrating.

Share of Wallet



powered by
Metis

Growth Director | MediaVision

There is, once again, little dramatic movement at the top of the Share of Wallet (SoW) rankings across the UK's largest consumer spending categories. As I've noted before, the purpose of this highest of high level views is to give you the first piece of context through which to read your own results.

Fashion continues to sit clear of the pack, commanding over 30% of branded search demand, more than double the next nearest category. As has been the case for several quarters now, Fashion appears structurally protected when it comes to consumer attention, even as wider economic conditions tighten. Below it, the picture is a little more fluid. Homeware has edged ahead of Consumer Electronics into second position, 15.09% vs 14.77%, suggesting consumers are choosing to invest in the home over larger, more deferrable purchases. Travel & Hotels, meanwhile, has come off the peaks we saw earlier in the year, now sitting at 11.34%. This is no cause for concern; by this point in the calendar much of the heavy research and booking has already happened, and demand naturally tails off as we move into the season itself.

Which brings us to Beauty & Cosmetics at 4.48%. This is the smallest of the categories we report on here, but it is not a small category. That 4.48% is a share of all national search volume, and holding close to 5% of the nation's attention across everything people are searching for is a sizeable chunk of demand. Its share has held steady quarter on quarter. Where the change is happening is in how that demand gets discovered and met. Social platforms and creators are increasingly the starting point for a beauty purchase, and social commerce is now a serious channel in its own right: TikTok Shop's UK beauty sales grew around 60% year on year, making it one of the country's largest beauty retailers. Much of that activity is discovery-led. Shoppers move from inspiration straight to purchase, often focusing on a skin concern or ingredient rather than searching for a specific brand at all, which means a growing portion of beauty demand may never surface as branded search in the first place.

The question, as ever, is whether that demand is reflected in your own revenue and conversion figures. If it isn't, the attention is being captured somewhere, whether by competitors, marketplaces, longer consideration cycles or discovery-led channels that sit outside branded search, and that gap is worth understanding.

As always, SoW on its own isn't helpful, but use it as a jumping off point for data exploration and the picture becomes clearer.

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UNIFIED DEMAND. GUARANTEED ALIGNMENT.

IS YOUR TEAM TRULY ALIGNED?

Imagine a platform that breaks down silos. Metis enforces unified commercial alignment, ensuring all teams focus on the highest-value market opportunities together.

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.

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MOLLY GOFFIN

Digital PR Manager | MediaVision

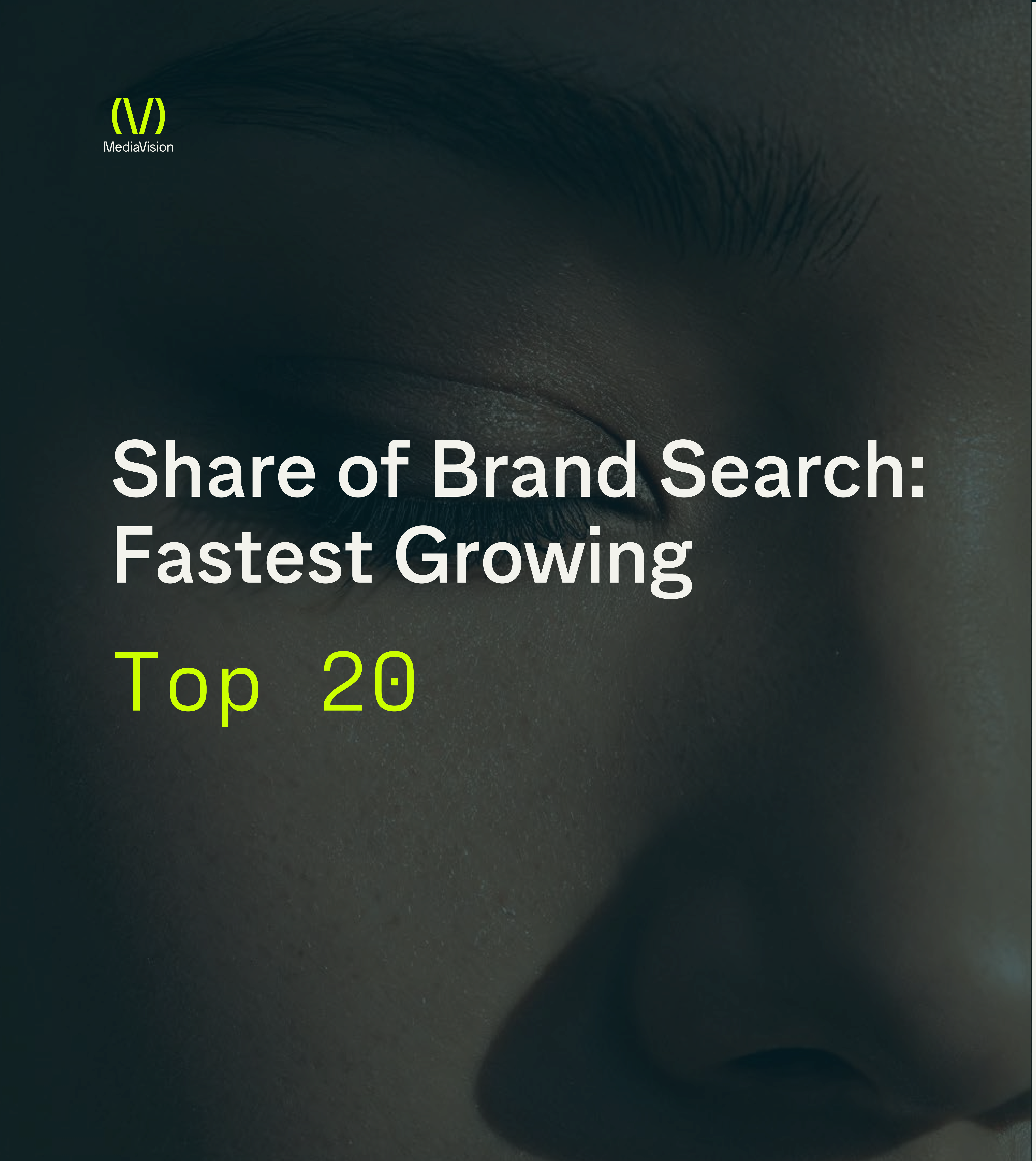
The biggest growth story in beauty is L'Occitane, rising to 1.47% share of brand search. While still a smaller player compared with the category leaders, this represents the strongest positive movement in the market and highlights just how heritage brands can successfully rebuild relevance with modern consumers.

L'Occitane's growth has been supported by its global 50th-anniversary campaign, combining product relaunches, immersive retail activations and digital storytelling. Rather than simply relying on brand heritage, the campaign used its history as a platform to create renewed interest, demonstrating how established brands can use their legacy to generate fresh consumer engagement.

Sol de Janeiro is also gaining momentum, increasing its share to 1.06%. Its Make Life Cheirosa campaign demonstrates how consistent visibility across social, creators, retail and CRM can turn brand awareness into active search demand. The brand continues to build strong cultural relevance by creating multiple reasons for consumers to engage.

Rhode is another brand to watch, with strong growth this quarter. While it remains some way behind the category's largest players in Share of Brand Search, its trajectory reflects a highly effective model for turning cultural attention into consumer demand. The brand consistently builds anticipation around new products through Hailey Bieber-led social content, teasing launches months in advance before creating urgency around new and limited-edition releases. Its latest summer launch, for example, saw Bieber tease the new Pocket Bronze and Highlight Milk across social media for months before launch, while Rhode World activations brought the products to life through experiential pop-ups across North America and Europe.

Overall, the brands gaining share are not relying on search alone to drive growth. They are creating memorable moments across social, retail and culture, then capturing that demand through search. The strongest beauty brands are not waiting to be discovered; they are giving consumers a reason to search.



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Share of Brand Search: Fastest Growing

Top 20

Brand	Share of Search	Difference
l occitane	1.47	0.76
superdrug	12.01	0.4
boots	32.02	0.2
sol de janiero	1.06	0.19
the fragrance shop	1.02	0.19
rhode	1.32	0.17
chanel	1.45	0.16
creed	0.62	0.16
molton brown	0.49	0.11
jimmy choo	0.49	0.11
jean paul gaultier	0.55	0.09
prada	0.70	0.08
avon	0.56	0.08
cerave	0.65	0.07
aesop	0.54	0.07
jo malone	0.86	0.06
diptyque	0.47	0.06
valentino	0.68	0.05
dove	0.43	0.05
georgio armani	0.23	0.05

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WHAT OUR CLIENTS SAY ABOUT US

"As our focus is on delivering long-term and sustainable growth our choice of organic search partner is a key growth pillar. From having worked with MediaVision...we are confident that they are the ideal partner to help drive online visibility and further growth for our brand."

Nick Ormerod
Director of Ecommerce,
New Look

NEW LOOK

"Partnering with MediaVision has enabled us to unlock growth and make significant improvements to our organic search rankings at speed. The team are able 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

MediaVision

DE-RISK STRATEGY. GUARANTEE ROI.

ARE YOUR BETS DE-RISKED?

Imagine a platform that validates every strategic choice. Metis provides real-time demand data to de-risk multi-million-pound range and marketing investments.

MediaVision

KATIE GLOYNE

SEO Manager | MediaVision

Boots remains the biggest beauty brand in 2026, accounting for 32% of share of search. Its performance reflects the brand's ability to stay relevant across culture, entertainment, and social.

From its Love Island partnership to creator-led 'shop with me' content, Boots consistently gives consumers reasons to engage with the brand. Campaigns such as 'Dan Won't Burn' demonstrate its ability to turn a sun-safety message into a memorable cultural moment, while Advantage Card data enables Boots to build on that attention through relevant, personalised promotions. Together, these strategies convert brand awareness and search interest into meaningful digital engagement.

Superdrug holds the second-largest share of search at 12%, reinforcing its position as one of the UK's leading beauty retailers. Its performance is supported by initiatives such as Superdrug Presents, which strengthens brand engagement by positioning the retailer at the centre of emerging beauty trends and product innovation. Partnerships with culturally relevant influencers such as Tia Kofi and Ella Morgan further extend this visibility across multiple channels, creating more opportunities for consumers to discover the brand and engage with its content.

Beyond the two leading retailers, there is a significant gap between the largest players and the rest of the market. Sephora (3.33%), Lookfantastic (2.92%), Space NK (2.80%) and Charlotte Tilbury (2.53%) represent the next tier of brands competing for consumer attention, using strong brand identities, product launches and retail experiences to maintain visibility.

The retail landscape is increasingly competitive. The brands maintaining the biggest share of search are those that build sustained consumer awareness through distinctive retail experiences, product innovation, and credible partnerships with search data to anticipate demand and sustain consumer visibility across multiple channels.

In beauty, the strongest performers are not just capturing demand; they are leading the conversations.

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Share of Brand Search: Who Ruled?

Top 20

Brand	Share of Search	Difference
boots	32.02	0.2
superdrug	12.01	0.4
sephora	3.33	-0.04
lookfantastic	2.92	-0.52
space nk	2.80	-0.45
charlotte tilbury	2.53	-0.14
rituals	1.50	0.04
l occitane	1.47	0.76
chanel	1.45	0.16
rhode	1.32	0.17
lush	1.26	-0.05
the perfume shop	1.21	-0.03
sol de janiero	1.06	0.19
the fragrance shop	1.02	0.19
burberry	1.00	-0.14
cult beauty	0.99	-0.05
la roche posay	0.98	-0.02
bodyshop	0.94	-0.02
jo malone	0.86	0.06
prada	0.70	0.08

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TRENDSPOTTING

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

MediaVision

OLIVER YEE

Head of SEO | MediaVision

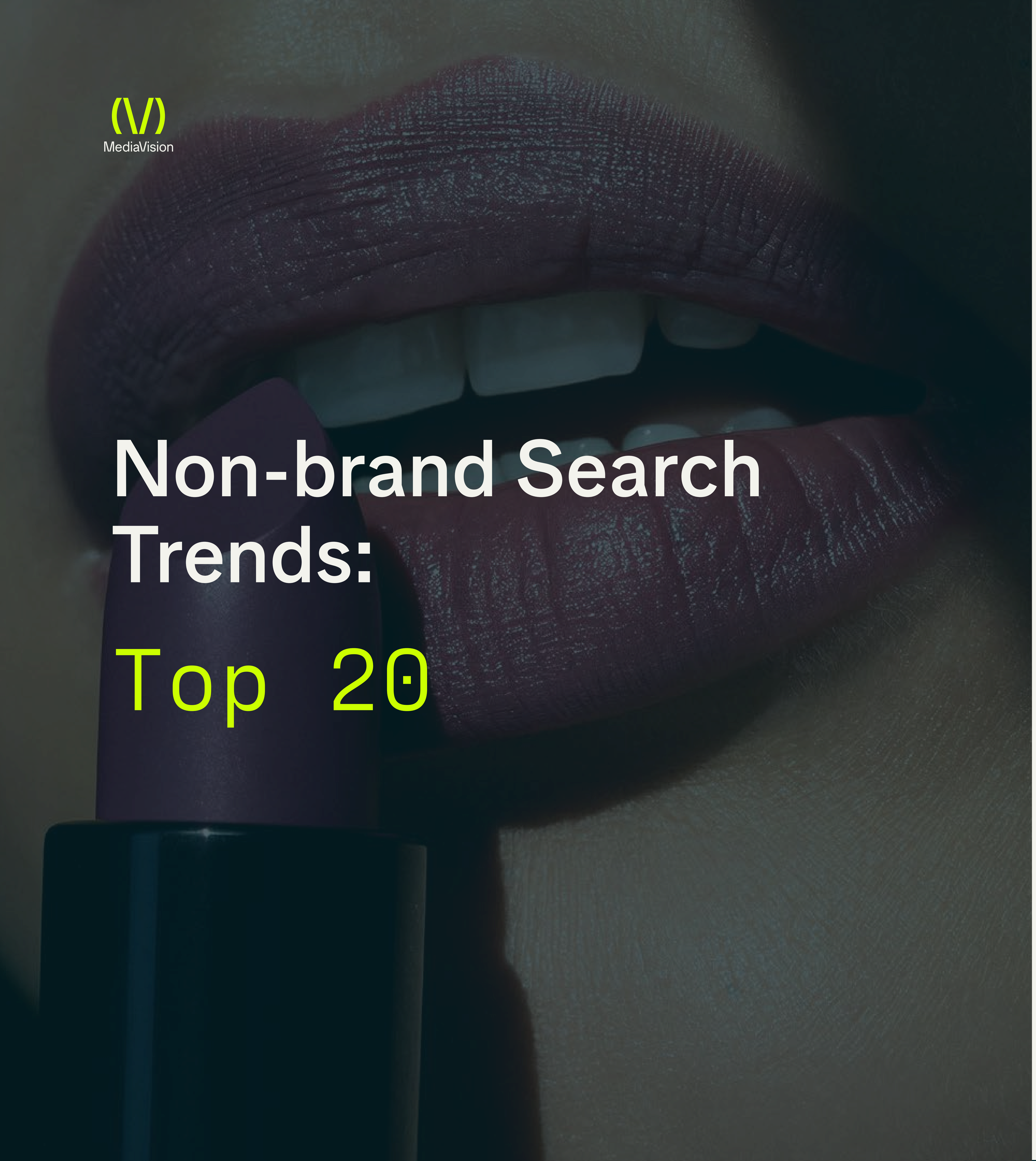
Given the period covered by the product data, it is unsurprising to see sun protection among the quarter's strongest-performing categories. Searches for "sunscreen" rose 29% year on year, while "sun cream" increased 17% and "SPF face" climbed 54%. More specific, advice-led searches grew even faster, with "best sunscreen cream for face" up 122%. This reflects the start of the summer holiday season, amplified by the multiple heatwaves experienced across the UK.

Skincare is a broader theme running through this year's highest risers. "Urea cream" recorded a 77% uplift, while searches for "collagen peptides" increased 67%. The continued growth of Korean skincare is adding further momentum, with "K Beauty" searches up 60% in 2026. Together, these trends suggest consumers are increasingly searching by ingredient, benefit and skincare philosophy, rather than relying solely on familiar product categories.

Among the decliners, "festival makeup" fell 73% year on year. While the UK festival calendar remains busy, Glastonbury's fallow year may have reduced one of the category's biggest seasonal search moments.

Lip products also experienced softer demand across several formats. Searches for "lip stain" declined 37%, "lip oil" fell 41%, "lip gloss" dropped 13% and "lip tint" decreased 23%. Given some of the wider industry trends it's possible that search demand has moved from categories to looks and routines. Styling coverage across various publications now centres on terms such as "cloud lips", "halo lips", "blurred lips", "lip combos" and "glass lips". Consumers may therefore search for the finished look or a specific product recommendation rather than simply "lip gloss" or "lip tint".

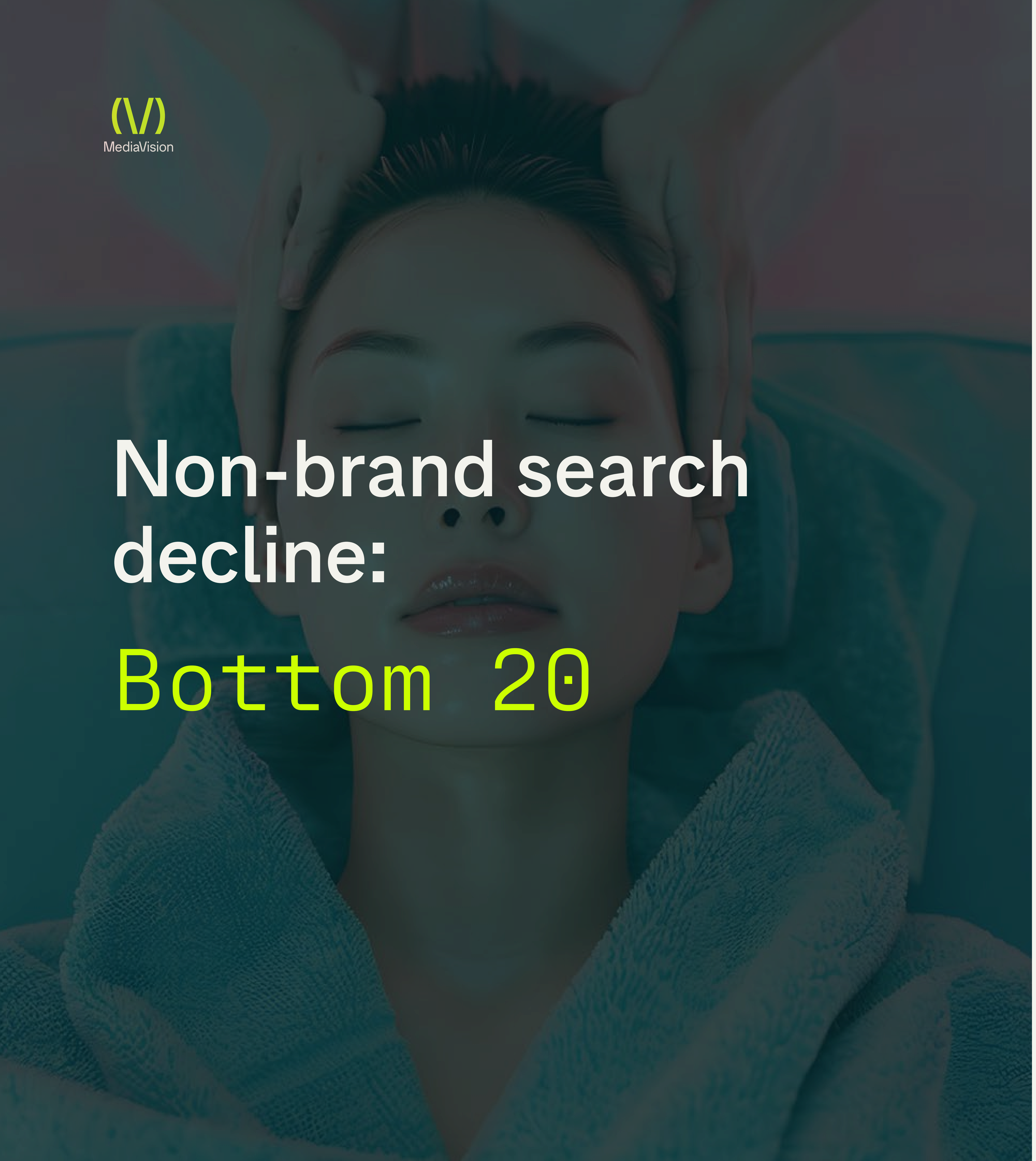
If your site stocks products in these categories that have shown strong growth, compare how your site search and sales data against these figures. Discrepancy could highlight room for improvement.



Non-brand Search Trends:

Top 20

Non-brand term	Difference YoY	% Change YoY	Search Volume
best sunscreen cream for face	38,149	122.6	69,275
eye patches	36,051	79.6	81,354
eau de perfume	34,456	9.8	385,237
sunscreen	31,573	29	140,394
urea cream	31,331	77.9	71,535
collagen peptides	26,539	67.3	65,960
under eye patches	25,570	95.1	52,452
mens aftershave	23,627	13.2	202,633
sun cream	20,948	17.4	141,624
leave in conditioner	20,778	36.8	77,234
bronzer	20,285	38.3	73,202
hair dye	20,148	23.4	106,154
press on nails	19,303	29.2	85,325
red lamp therapy	15,543	14.5	123,053
eau de toilette	15,357	27.1	71,983
mascara	14,718	17.8	97,460
spf face	13,916	54.6	39,395
k beauty	13,492	60.2	35,895
makeup brushes	13,147	21	75,764
stick on nails	10,803	39.1	38,399



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Non-brand search decline:

Bottom 20

Non-brand term	Difference YoY	% Change YoY	Search Volume
acrylic nails	-51848	-25.5	151,432
lip stain	-37446	-37.4	62,664
massage gun	-20000	-14.6	116,931
eyelash extensions	-17716	-22.6	60,779
concealer	-15345	-18.8	66,279
lip oil	-15177	-41.9	21,056
magnetic eyelashes	-13457	-50.2	13,324
betnovate cream	-12788	-19.6	52,306
80s makeup	-12667	-64.7	6,910
elf cosmetics	-10983	-17.3	52,668
lip gloss	-10558	-13.1	70,001
hair oil	-10493	-16	55,089
rosemary oil for hair	-10079	-25.1	30,016
prom makeup	-9889	-54.1	8,381
korean skin care	-9541	-7.1	125,178
eyelashes	-8725	-14.5	51,283
exfoliator for body	-8469	-13.3	55,292
white tip nails	-7,633	-27.7	19,957
lip tint	-7,533	-23.8	24,072
festival makeup	-6,894	-73.2	2,528

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MEASURE AUTHORITY. SECURE MARKET SHARE.

ARE YOU WINNING SHARE OF SEARCH?

Imagine a platform that provides a real-time competitive brand view. Metis measures and allows you to accelerate your 'Share of Brand Search,' the definitive metric for future market share.

We're not just creating SEO impact for our clients

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

Metis

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

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LEADERBOARDS

Share of Brand Search:

Top 70

Brand	Share of Search %	Difference YoY
boots	32.02	0.2
superdrug	12.01	0.4
sephora	3.33	-0.04
lookfantastic	2.92	-0.52
space nk	2.80	-0.45
charlotte tilbury	2.53	-0.14
rituals	1.50	0.04
l occitane	1.47	0.76
chanel	1.45	0.16
rhode	1.32	0.17
lush	1.26	-0.05
the perfume shop	1.21	-0.03
sol de janiero	1.06	0.19
the fragrance shop	1.02	0.19
burberry	1.00	-0.14
cult beauty	0.99	-0.05
la roche posay	0.98	-0.02
bodyshop	0.94	-0.02
jo malone	0.86	0.06
prada	0.70	0.08
the ordinary	0.69	-0.17
valentino	0.68	0.05
the body shop	0.66	0
cerave	0.65	0.07
estee lauder	0.63	-0.04
liz earle	0.62	-0.05

Brand	Share of Search %	Difference YoY
creed	0.62	0.16
clinique	0.60	0.01
avon	0.56	0.08
jean paul gaultier	0.55	0.09
ysl	0.55	-0.45
neal's yard	0.55	-0.04
aesop	0.55	0.07
notino	1.47	0.76
miu miu	1.45	0.16
molton brown	1.32	0.17
jimmy choo	1.26	-0.05
diptyque	1.21	-0.03
tom ford	1.06	0.19
penhaligons	1.02	0.19
huda beauty	1.00	-0.14
elemis	0.99	-0.05
dove	0.98	-0.02
olaplex	0.94	-0.02
maison margiela	0.86	0.06
bulldog	0.70	0.08
k18	0.69	-0.17
beauty pie	0.68	0.05
loreal	0.66	0
clarins	0.65	0.07
revolution	0.63	-0.04
carolina herrera	0.62	-0.05

Brand	Share of Search %	Difference YoY
mac cosmetics	0.33	0
trinny london	0.32	-0.11
le labo	0.31	-0.01
caudalie	0.31	0.03
refy	0.31	0.01
kiehls	0.30	-0.04
botanicals	0.30	-0.03
glossier	0.29	-0.04
acqua di parma	0.29	0.03
free soul	0.28	-0.02
beauty bay	0.24	-0.2
chloe	0.24	-0.01
hourglass	0.23	-0.02
georgio armani	0.23	0.05
maybelline	0.23	-0.01
rare beauty	0.23	-0.03
collection	0.22	0

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BE CITED, NOT JUST SEEN.

IS YOUR BRAND AI READY?

Imagine a platform that makes your product data citable by Google's LLMs. Metis future-proofs your brand, establishing you as a trusted source in the age of AI search.

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Non-brand trend Leaderboard:

Top 130

Non-brand term	Difference YoY	% Change YoY	Search Volume
best sunscreen cream for face	38,149	122.6	69,275
eye patches	36,051	79.6	81,354
eau de perfume	34,456	9.8	385,237
sunscreen	31,573	29	140,394
urea cream	31,331	77.9	71,535
collagen peptides	26,539	67.3	65,960
under eye patches	25,570	95.1	52,452
mens aftershave	23,627	13.2	202,633
sun cream	20,948	17.4	141,624
leave in conditioner	20,778	36.8	77,234
bronzer	20,285	38.3	73,202
hair dye	20,148	23.4	106,154
press on nails	19,303	29.2	85,325
red lamp therapy	15,543	14.5	123,053
eau de toilette	15,357	27.1	71,983
mascara	14,718	17.8	97,460
spf face	13,916	54.6	39,395
k beauty	13,492	60.2	35,895
makeup brushes	13,147	21	75,764
stick on nails	10,803	39.1	38,399
colour changing foundation	10,761	103.5	21,162
red light therapy	10,293	9.5	118,913
beta hydroxy acid	9319	11.5	90,621
red light mask	9276	35.9	35,126
makeup bag	8353	10.6	87,442
nail polish	7692	15.8	56,410

Non-brand term	Difference YoY	% Change YoY	Search Volume
hand cream	7528	24.4	38,413
shampoo and conditioner	7493	20.8	43,443
spot patches	7194	32.6	29,289
makeup advent calendar	6983	131.4	12,296
hair serum for growth	6946	14.8	53,738
makeup giftset	6527	22	36,232
cc cream	6384	27.2	29,839
face wash	6310	21	36,300
eyeshadow palette	6204	20.1	37,071
beauty blender	6189	26.7	29,363
sulphate free shampoo	5891	13.4	49,818
salicylic acid cleanser	5765	31.9	23,820
niacinamide serum	5762	13.1	49,833
microblading eyebrows	5723	13.7	47,649
shampoo	5436	7.1	82,122
mini fragrance set	5371	22.1	29,668
clarifying shampoo	5255	5.6	99,468
eyebrow pencil	5232	20.9	30,253
retinol cream	5169	15.1	39,388
emollient cream	4926	26.3	23,679
eye palette	4772	15.7	35,193
hydrocolloid patches	4631	15.3	34,938
nail glue	4597	18.7	29,125
salicylic acid face wash	4378	19.4	26,964
retinol serum	4338	11.2	43,135
moisturiser for dry skin	4281	27	20,132

Non-brand term	Difference YoY	% Change YoY	Search Volume
eczema cream	4246	7.4	61,748
skin tint	4243	10.8	43,414
body oil	4114	9.8	46,052
eau de parfum	4075	14	33,112
aftershave giftset	4074	91.5	8,526
face cleanser with salicylic acid	4011	19.2	24,857
eye shadow	3979	14.6	31,163
hyaluronic acid serum	3977	10.9	40,504
beard oil for men	3975	49.8	11,964
l ascorbic acid serum	3817	4.7	84,760
vitamin ce serum	3817	4.7	84,760
directions hair dye	3800	22.5	20,714
moisturizer for dry skin	3780	23.7	19,749
eyeshadow stick	3743	35.7	14,242
white nail polish	3689	26	17,851
barrier cream	3557	13.9	29,225
mens skincare	3521	21.8	19,651
spf	3519	8.8	43,600
eyeliner	3448	8.1	46,237
eyelash growth serum	3337	23.5	17,559
glitter hair spray	3204	61.1	8,450
red light therapy benefits	3100	20.3	18,374
sleep mask	3027	6.2	52,202
hair loss treatment	3026	8.8	37,410
neck cream	3016	43.1	10,009
permanent hair dye	2981	32.9	12,050

Non-brand term	Difference YoY	% Change YoY	Search Volume
hair spray	2902	14.3	23,238
best body lotion for dry skin	2874	33	11,578
bronzer stick	2853	41.3	9,754
tinted moisturiser	2835	5.2	56,853
micellar water	2764	3.6	78,777
urea cream for feet	2731	16.6	19,206
moisturizer for male	2716	21.4	15,406
after sun cream	2714	32.7	11,005
eyebrow dye	2713	12.5	24,335
foundation brush	2606	9.5	30,081
collagen face cream	2573	30.9	10,895
pimple patches	2541	3.4	76,768
copper hair dye	2520	17.9	16,635
personalised makeup bag	2481	35.6	9,456
factor 50 sun cream	2438	14.8	18,884
sun protection	2405	39	8,579
hair care	2399	13.4	20,297
after sun lotion	2378	33.9	9,393
best body lotions	2372	15.6	2372
red hair dye	2371	6.8	37,282
nail polish remover	2359	13.1	20,318
makeup in 1920s	2318	31	9,797
lip gloss set	2265	26.2	7,500
face cream for women	2265	43.3	7,500
vitamin c serum for face	2230	24.4	11,372
blossom perfume	2215	7.1	33,288
sunblock	2186	31	9,244
vitamin c eye cream	2179	43.8	7,150
best cream for dark circles	2065	36.8	7,669
foundation for mature skin	2010	23.5	10,566
mini perfume	1981	8.4	25,591
face mist	1950	20.7	11,377
best red light therapy mask	1922	47.2	5,992
makeup artist near me	1914	9.6	21,850
extrait de parfum	1871	34	7,370
makeup brush holder	1830	22.5	9,952
blush palette	1812	24.1	9,336
dark brown hair dye	1782	8.9	21,857
best neck cream	1772	34.5	6,905
blue mascara	1758	31	7,430
luxury perfume	1729	49.5	5,224
liquid bronzer	1692	24.6	8,584
liquid eyeliner	1687	23.9	8,732
barrier repair cream	1674	54.3	4,758
purple hair dye	1639	6.4	27,330
gentle cleanser	1621	38.7	5,815
blue eyeshadow	1614	23.6	8,457
caffeine eye cream	1605	17.3	10,877
cream bronzer	1505	6.6	24,345
body moisturiser	1490	18.1	9,714
under eye cream	1459	19.6	8,893
solid perfume	1458	24.2	7,492

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