



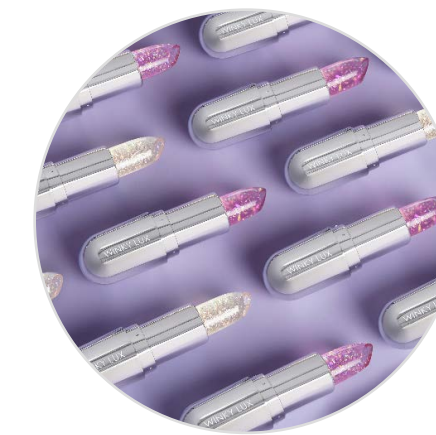
Top 100 Beauty Brands on Social Media

2021

Top Beauty Brands on Social

We studied top hair, makeup, skincare, and nail brands from Allure Magazine's 2020 Best of Beauty Award list (along with a bunch of our team's favorites) to put together the ultimate guide to successful beauty marketing strategies on Instagram, Facebook, and Twitter.

Read on for the full rankings and everything that made top brands tick for the #inspo you need to jumpstart your beauty brand's social this year.



What Did We Analyze?

DATA SET INCLUDES

— **100** —
HANDLES

IN 2020 BETWEEN THE MONTHS OF

JAN > FEB > MAR > APR > MAY > JUN > JUL > AUG > SEP > OCT > NOV > DEC

COMPRISING

— **223k** — **969M** —
POSTS ENGAGEMENTS

Top 10 Beauty Brands on Social Media in 2020

TOP 100 BEAUTY BRANDS ON SOCIAL MEDIA | JAN. 1, 2020 TO DEC. 31, 2020

Rival
IQ

The Top 10

Let's spill the 🍵 on what really made top beauty brands successful on social this year. From famous founders to giveaways to clean beauty and beyond, we'll dig into the top trends every beauty brand can try to increase engagement on Facebook, Instagram, and Twitter.



#1



#2



#3



#4



#5



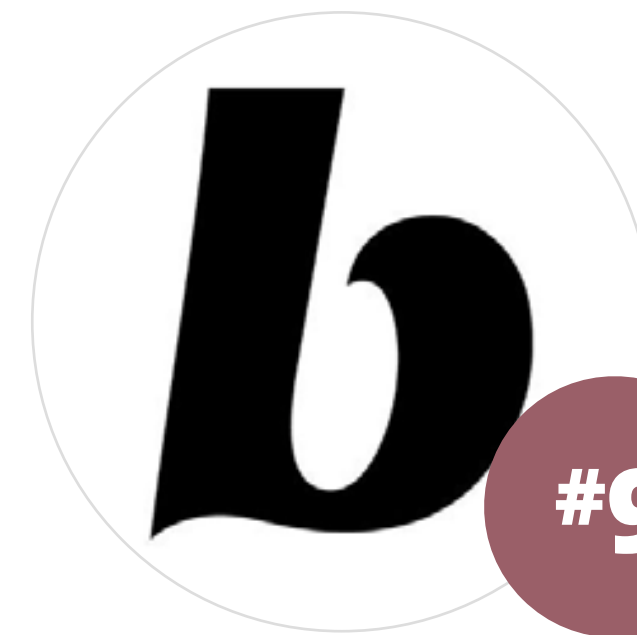
#6



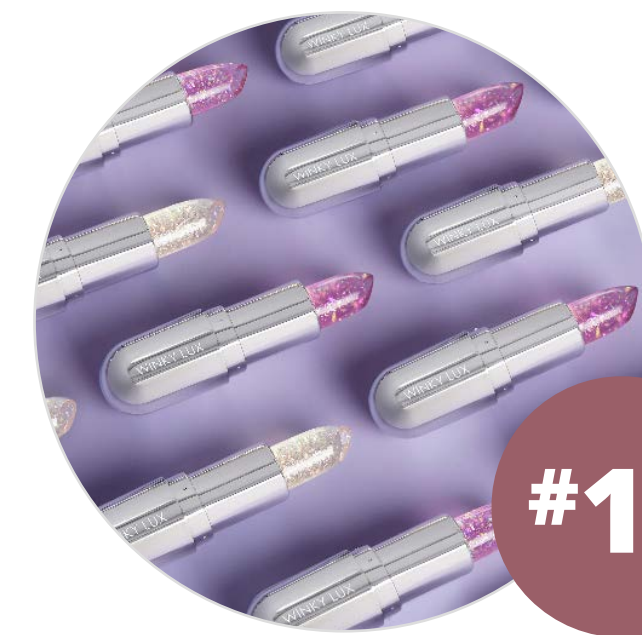
#7



#8



#9



#10

#1



ColourPop

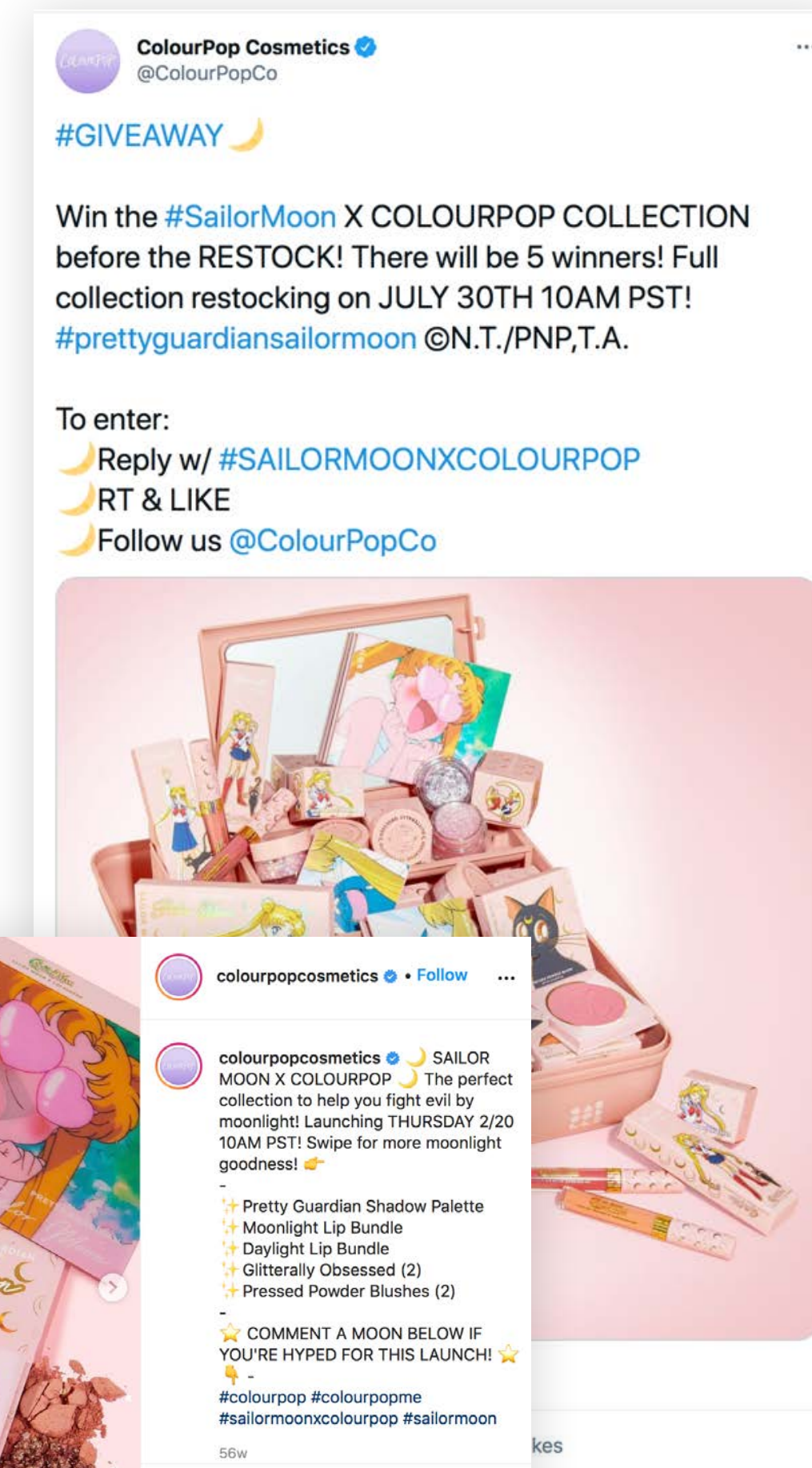
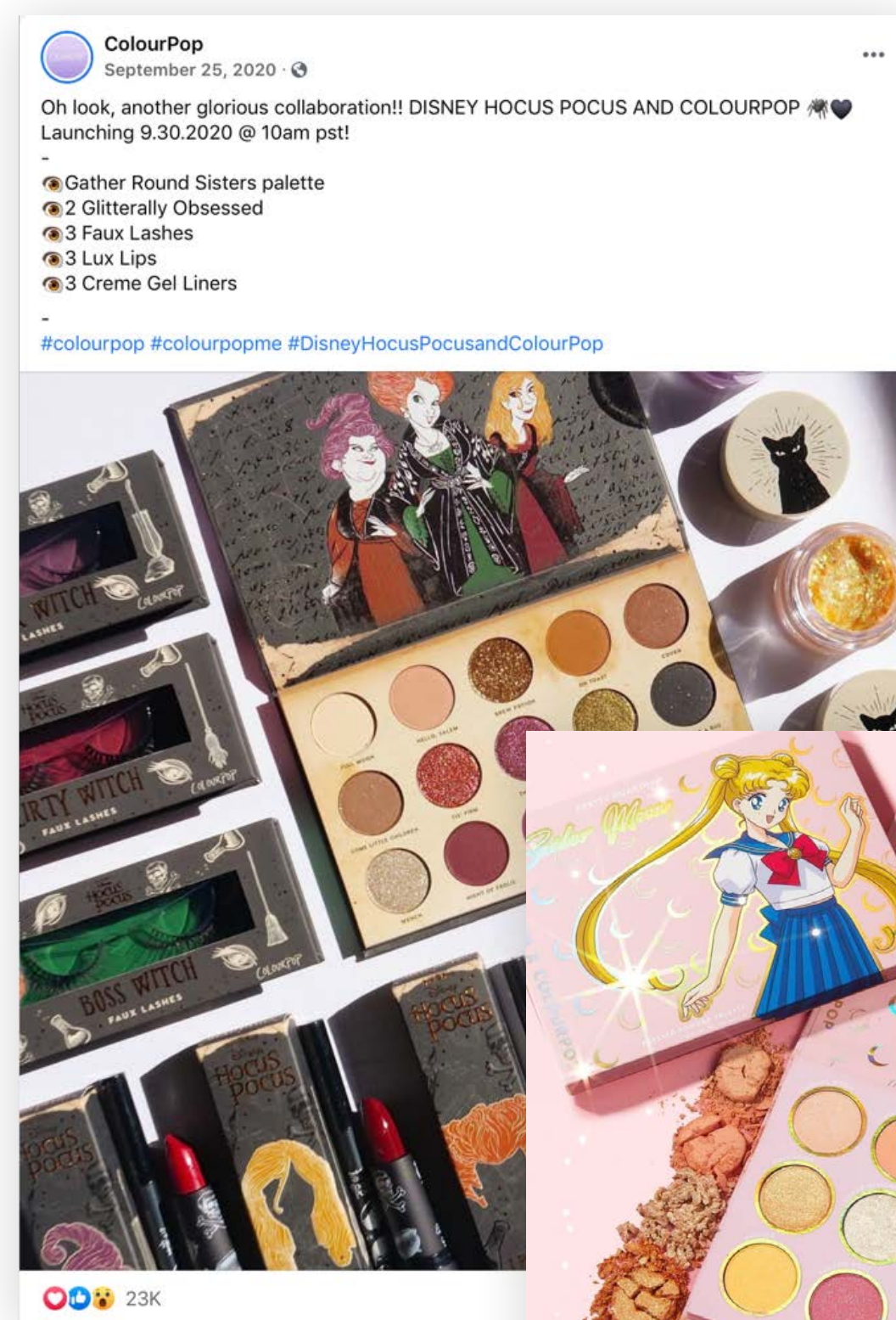
Instagram #4

Facebook #3

Twitter #3

ColourPop's eye-catching content grabbed the overall gold without coming in first on a single channel thanks to stellar engagement on posts and tweets across the board, proving consistency wins the day.

Themed collabs like #DisneyHocusPocusandColourPop and Sailor Moon x ColourPop thrilled followers on social thanks to colorful posts that appealed to makeup and movie fans alike. And when ColourPop paired these releases with an ever-popular giveaway? 🌟



#2



KKW Beauty



#6



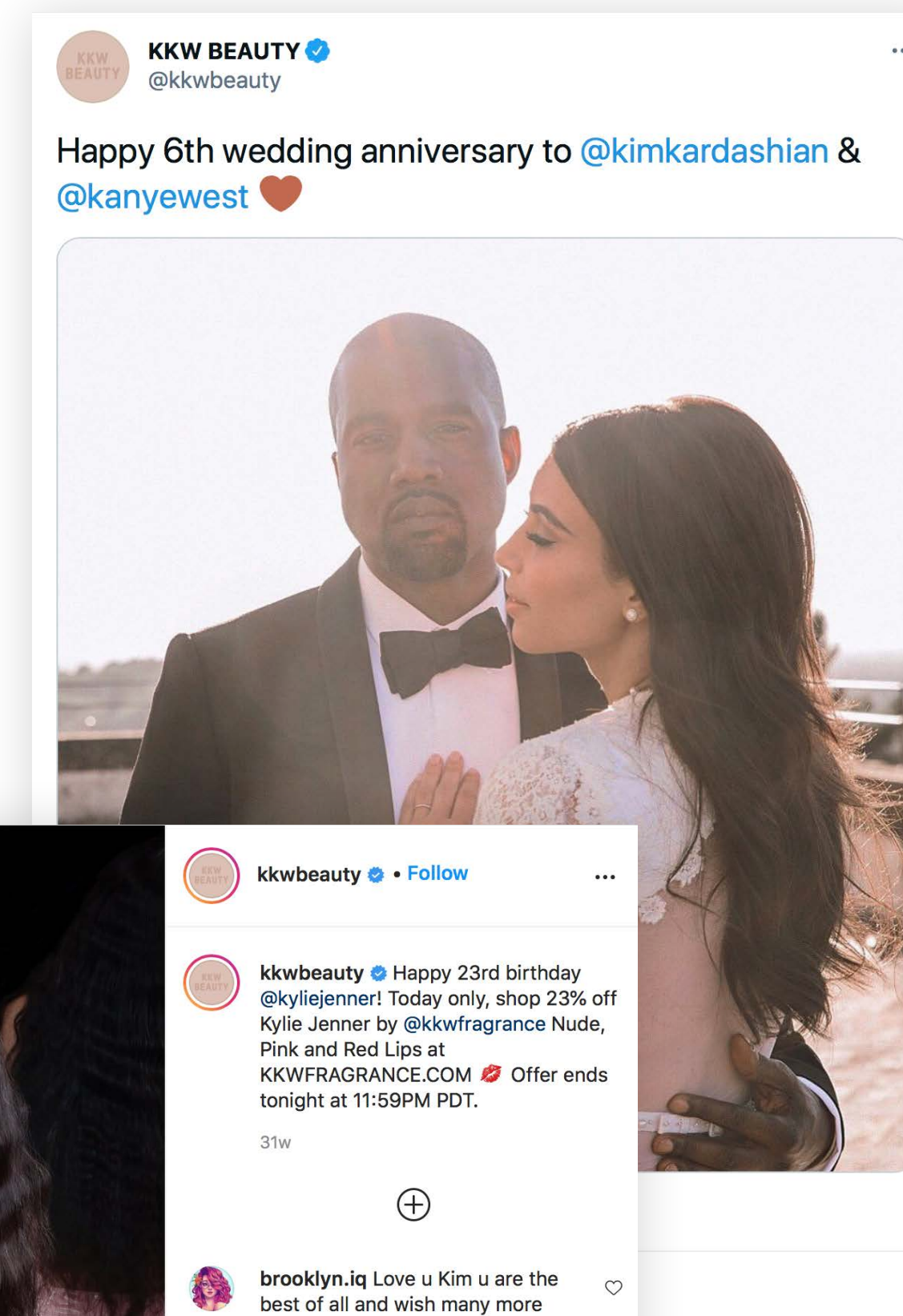
#1



#11

Product shots? Never heard of 'em. KKW Beauty dominates on social with posts featuring ultra-famous founder Kim Kardashian. Photos and captions remind followers that KKW Beauty will help fans and followers look and live like celeb founder Kardashian.

If Kim isn't your thing, KKW Beauty's most engaging social posts also featured mainstays in the Kardashian/Jenner world like Kourtney Kardashian, Kylie Jenner, Kanye West, and Kim's childhood best friend Allison Statter.



#3



Glossier



#1



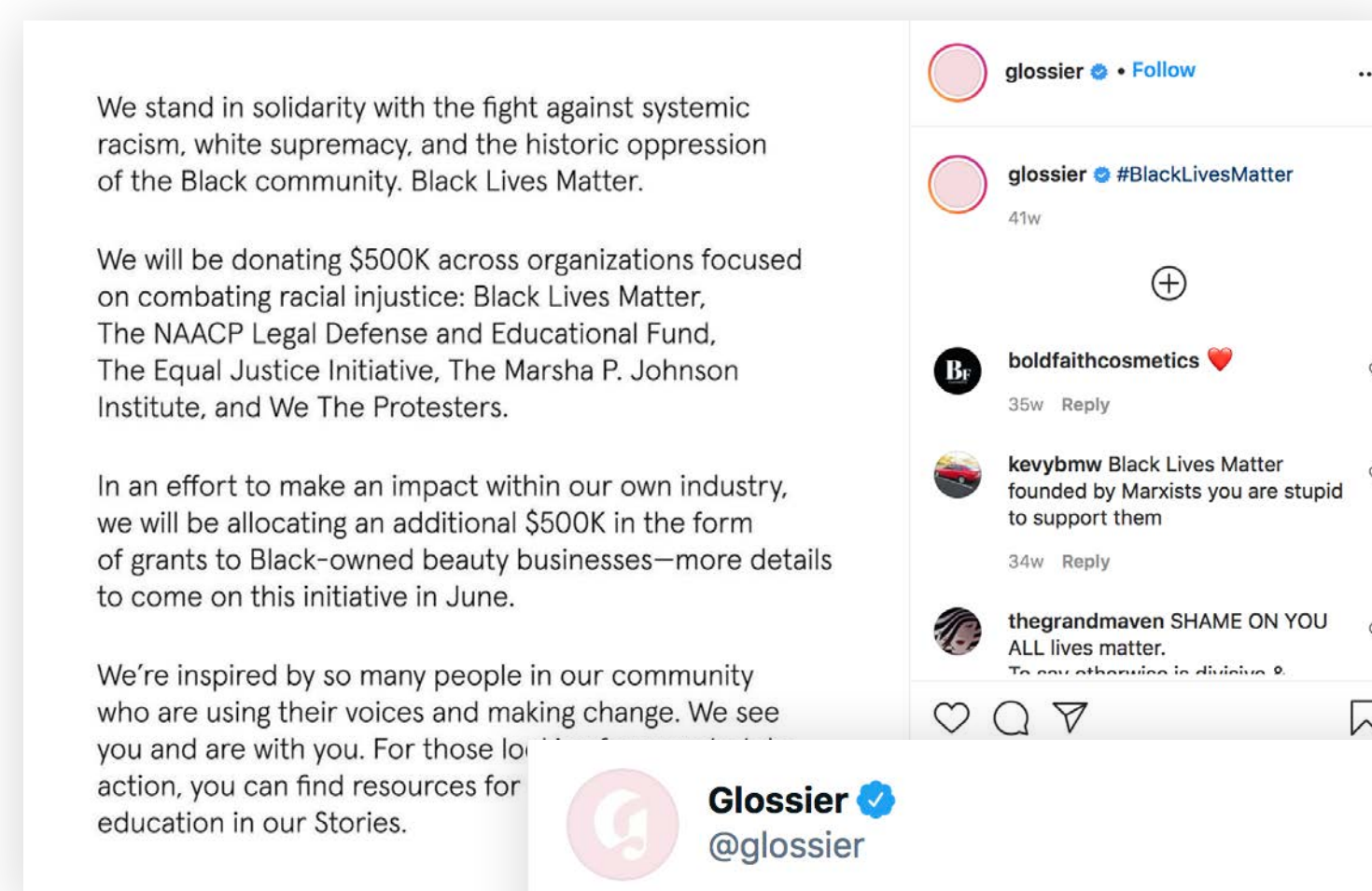
#17



#4

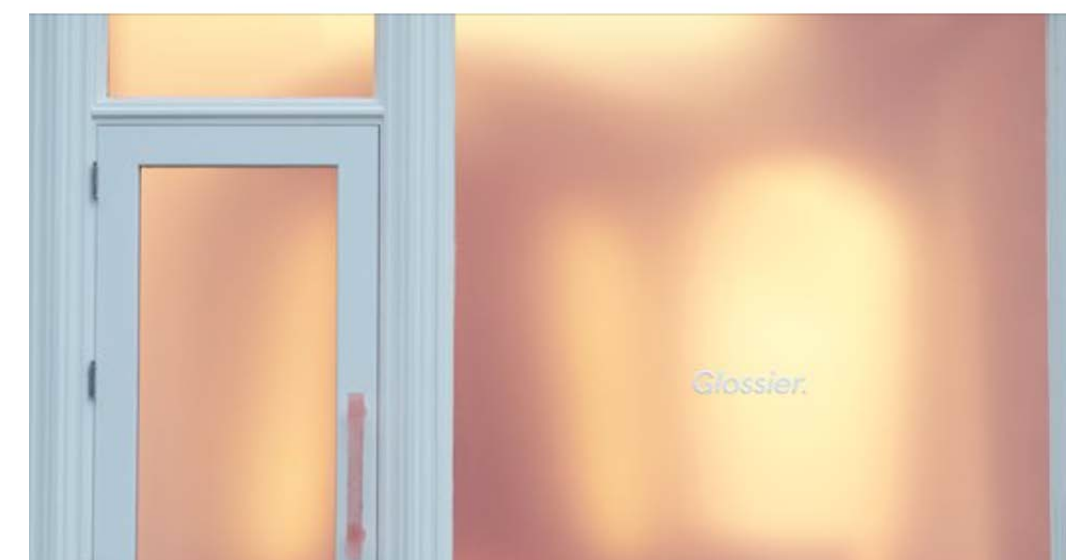
From COVID to merch to Black Lives Matter and social justice, Glossier wasn't afraid to go beyond the makeup palate on social this year. Glossier took a stand against racism and came out in support of healthcare workers, and followers ate it up to the tune of high engagement rates across all three channels.

The brand wasn't totally silent on the beauty front, though: top makeup and skincare posts on Facebook and Instagram made glamorous looks feel attainable for everyone from newbies to makeup pros, and Glossier hammed it up on Twitter with funny memes and relatable humor.



March 12, 2020 ·

A letter from our founder + CEO Emily Weiss on our decision to temporarily close all Glossier retail stores:



GLOSSIER.COM

Temporary Glossier Retail Closure for COVID-19

We've made the difficult decision to close all our current permanent and...

892

115 Comments 64 Shares

#4

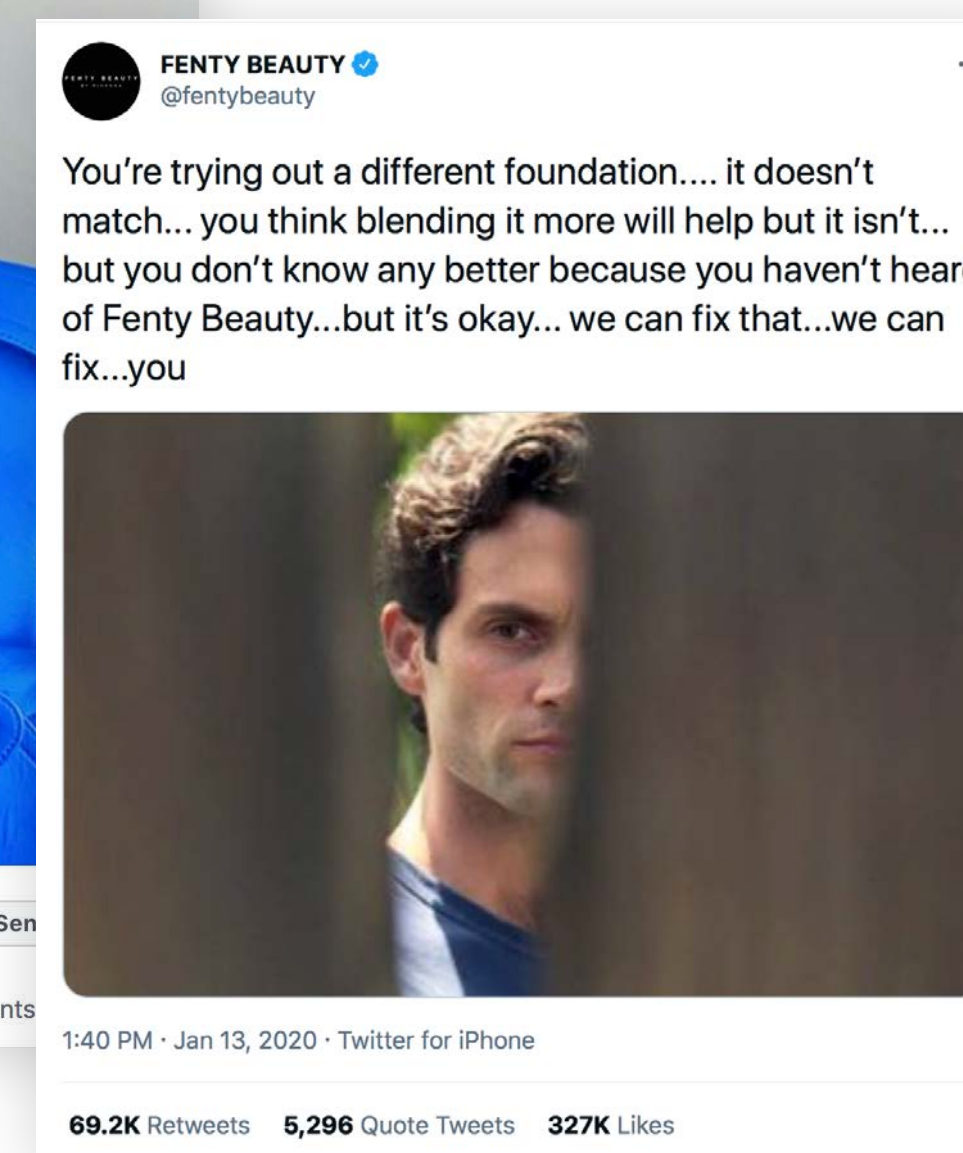


Fenty Beauty



If you've got a famous founder, flaunt your famous founder. Fenty Beauty has topped the beauty charts for years by featuring founder Rihanna in post after post across Facebook and Instagram. From makeup tutorials to birthday celebrations to magazine covers, Fenty Beauty's most engaging Facebook and Insta posts are all about how followers can use the brand's products to be more like Rihanna.

Fenty Beauty does shake it up on Twitter with memes, GIFs, and UGC retweets for a more everyperson take on using the brand's products. Not every brand manages an active presence on Twitter, so it's nice to see a top brand kicking butt on this elusive channel.



#5



Kylie Cosmetics



#8



#4



#12

Kylie Cosmetics killed it on Facebook this year with 4x the median beauty engagement rate. The brand more than doubled total engagements on this channel compared to last year to the tune of 5.66 million likes, loves, comments, and more. The secret to Kylie Cosmetics' success on Facebook? Founder-focused posts with microcaptions or emojis, proving a picture is worth a thousand words.

This brand was no slouch on Instagram either thanks to super-engaging carousels and more Kylie-focused photos.



#6



Pixi Beauty

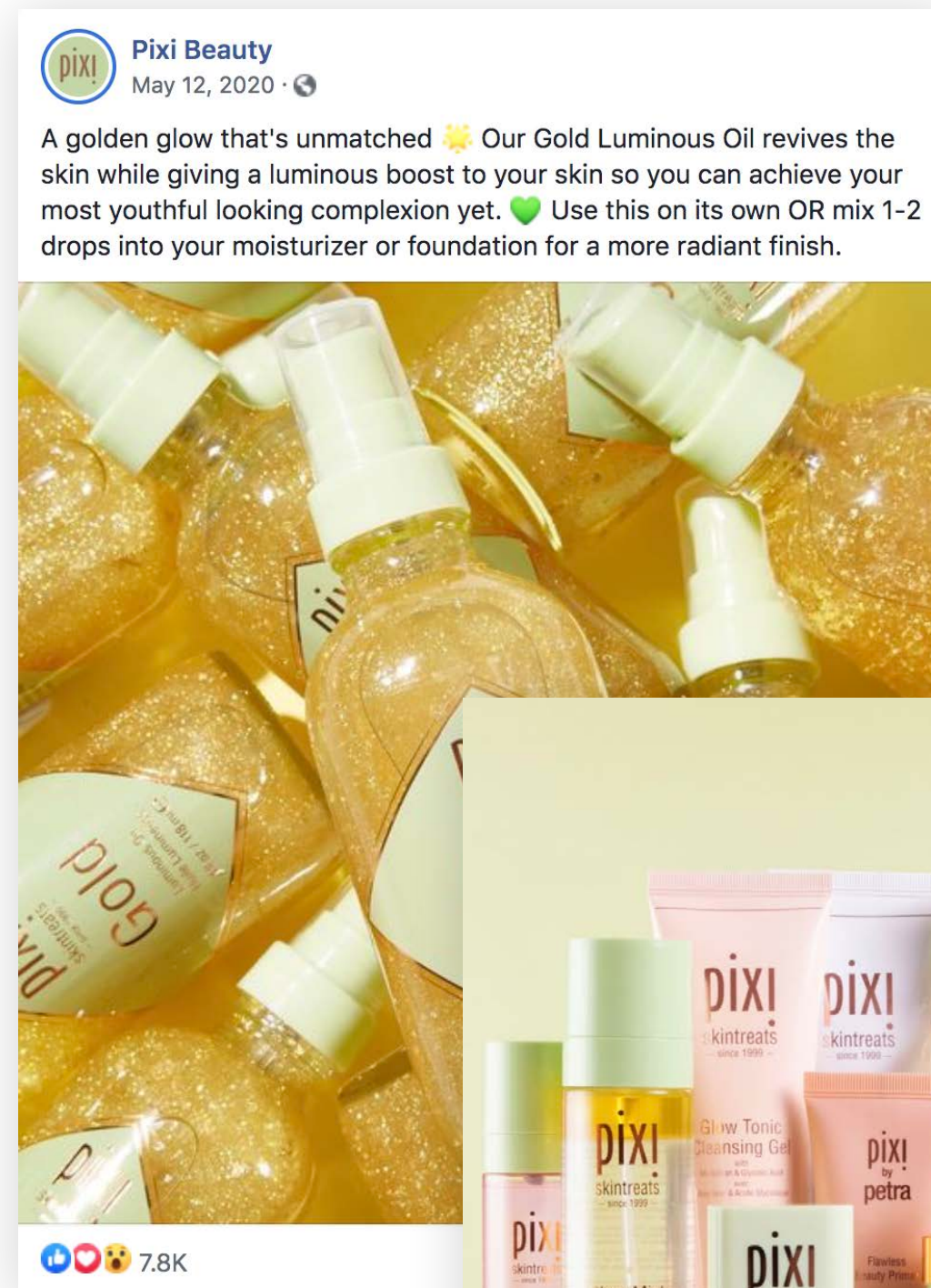
Instagram #16

Facebook #2

Twitter #14

Pixi Beauty was all about the contests on social this year, especially on Instagram and Twitter. Pixi won big with the #GiftAndGlow holiday giveaway campaign on these two channels, with followers clamoring to engage for a chance at free Pixi swag.

Pixi Beauty's Facebook strategy was less focused on giveaways and was more about profiling and explaining the magic behind the brand's luxe products. Product details (and a healthy boosted post budget) catapulted Pixi Beauty into the #2 spot on Facebook.



#7



CeraVe

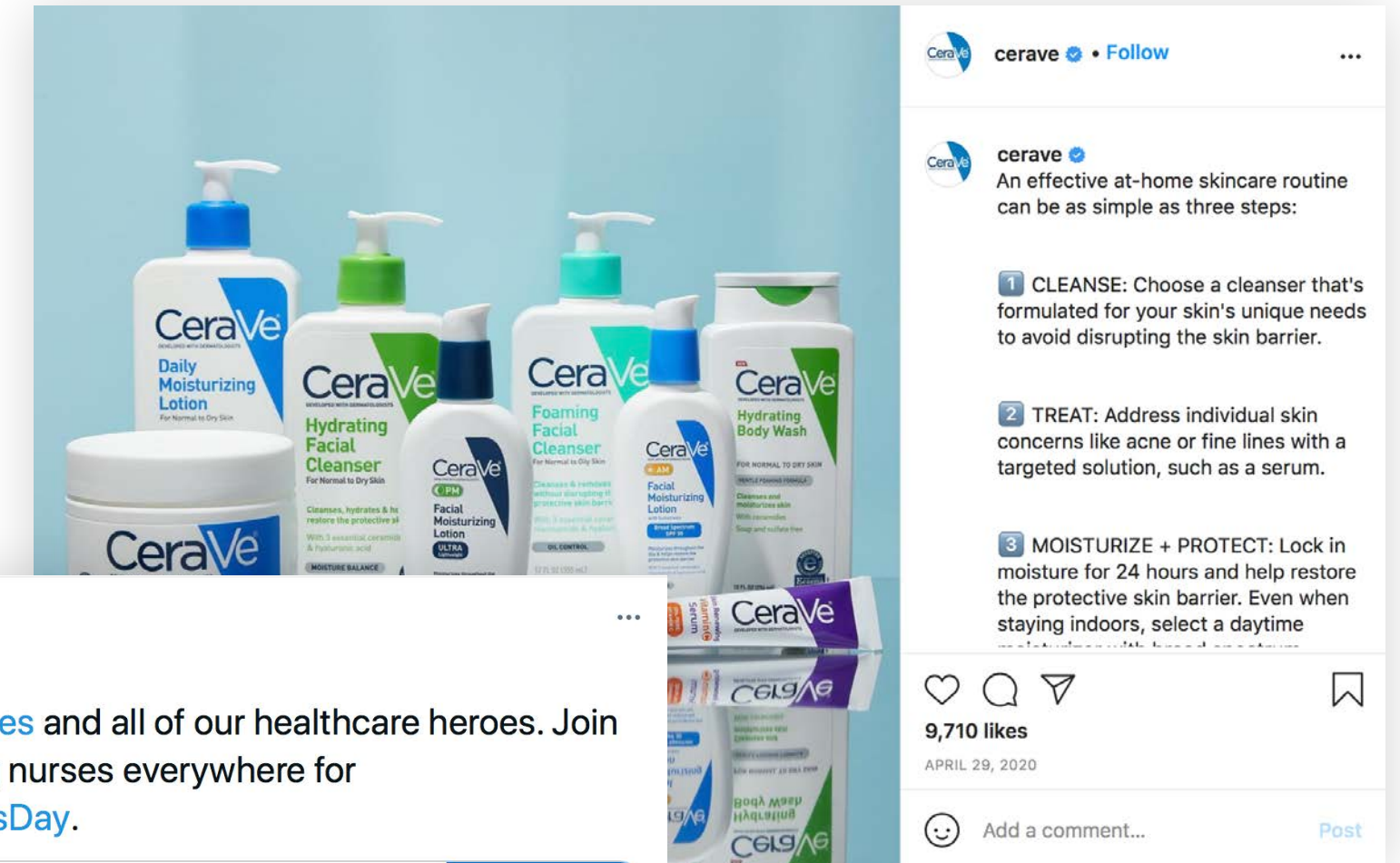
Instagram #18

Facebook #7

Twitter #1

CeraVe grabbed the gold on Twitter, but the brand's epic rise on Instagram with 400% more total engagement than last year is also worth celebrating. CeraVe sticks to the basics on Insta with product shots and captions designed to educate followers about skincare.

When not killing it on Instagram, the brand excelled on Twitter by featuring folks using the CeraVe line of products and focusing on celebrating healthcare heroes with top tweets featuring the #ThankYouNurses and #NationalNursesDay hashtags.



#8



Huda Beauty

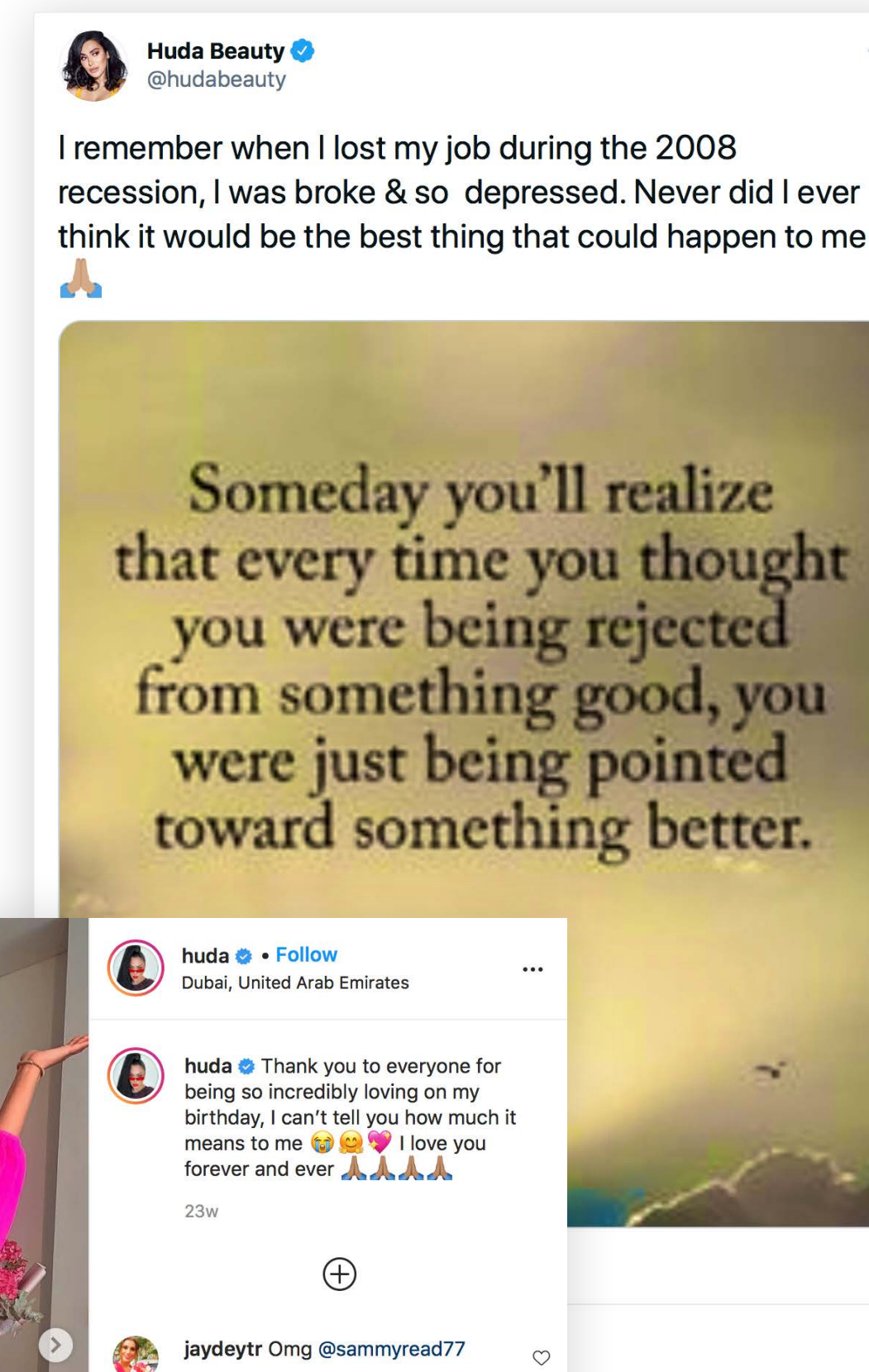
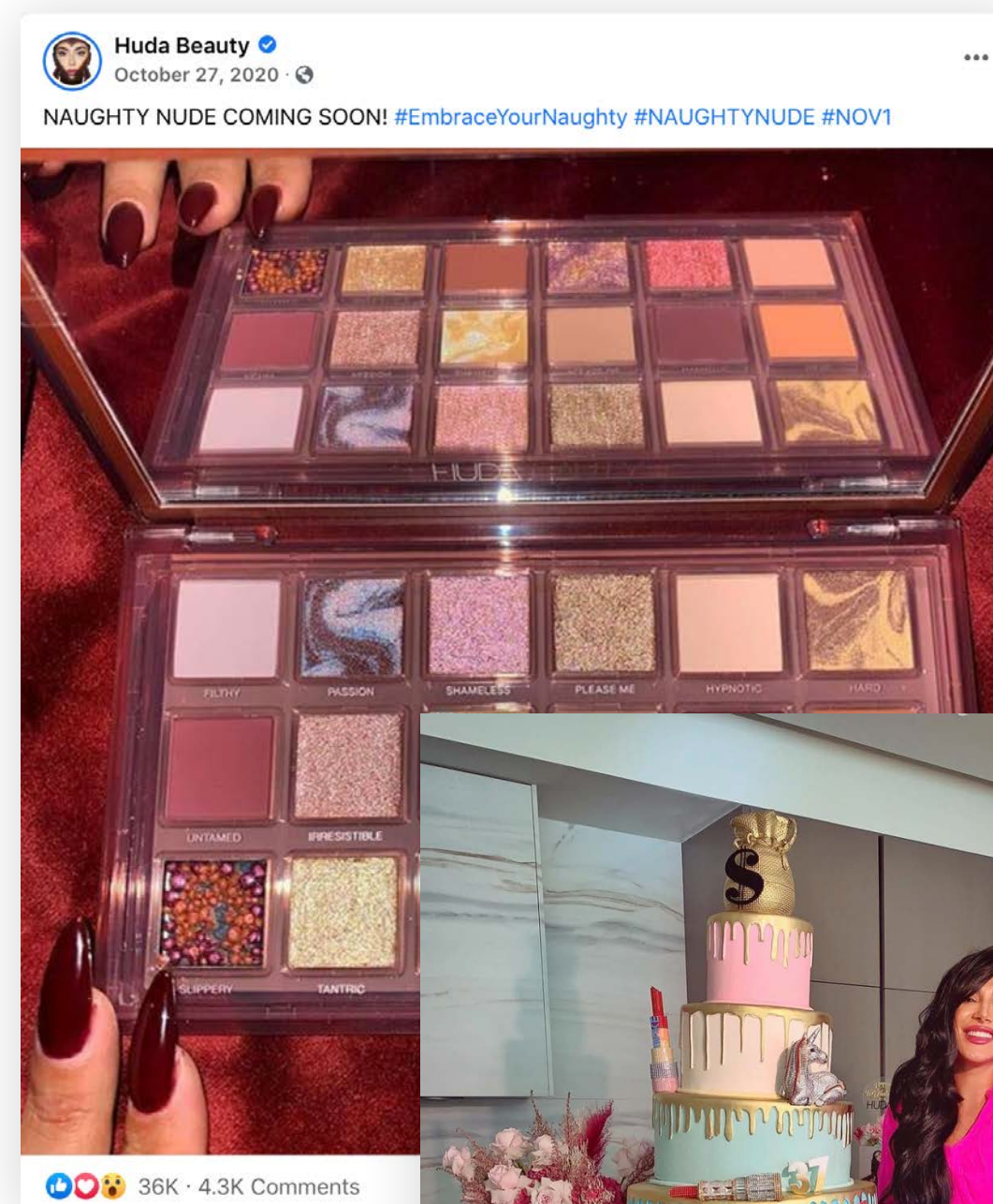
Instagram #1

Facebook #31

Twitter #20

Huda Beauty won the day on Instagram for the second year in a row with fun and colorful shots of founder Huda Kattan. The brand makes followers feel like friends by focusing more on Huda's life than her products by taking them behind the scenes for birthdays, hanging around the house, and honest updates about mental health.

Huda Beauty saves the product talk for Facebook, where the brand's founder talks about makeup and skincare she's excited about. And Kattan isn't afraid to keep it real on Twitter, where followers resonate with her more political and news-focused tweets. Huda Beauty rocks on social thanks to great content-channel fit while keeping it real.



#9



Beautycounter

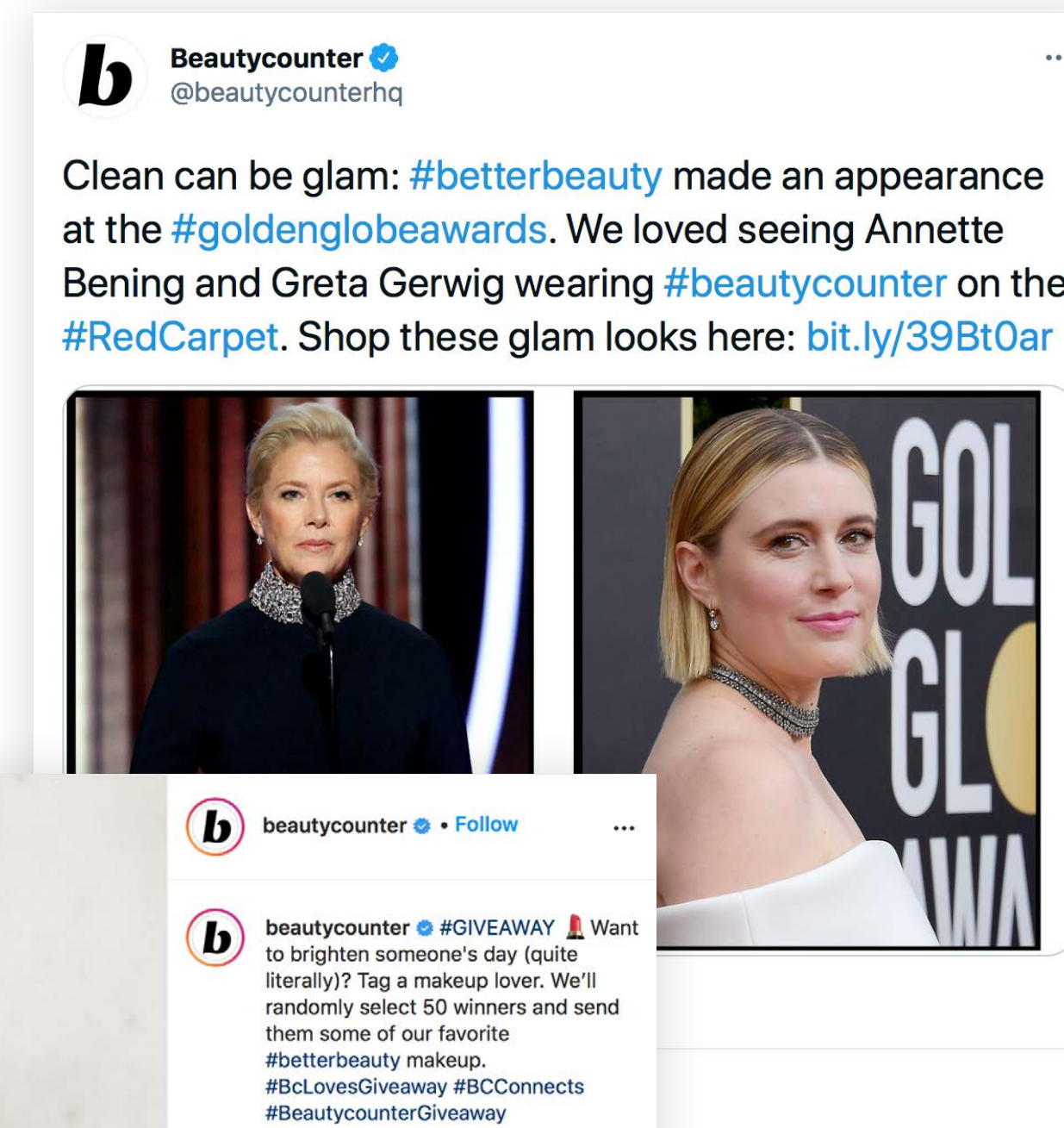
Instagram #22

Facebook #5

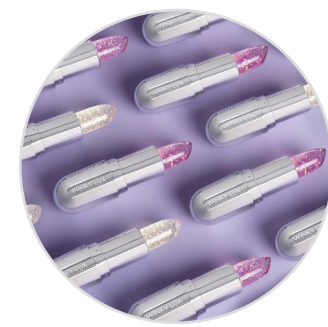
Twitter #17

Beautycounter performs well on shelves and social by positioning itself as a clean beauty brand that's taking on Big Beauty with safe ingredients. Beautycounter grabbed top engagement rates on Facebook by reinforcing the importance of clean ingredients with their #betterbeauty hashtag.

The brand's top posts on Instagram were all about the giveaways, which was a popular strategy for many beauty brands this year. Twitter served as a catch-all channel for Beautycounter, with clean beauty messaging, product launches, and celebs repping the brand all in the mix.



#10



Winky Lux

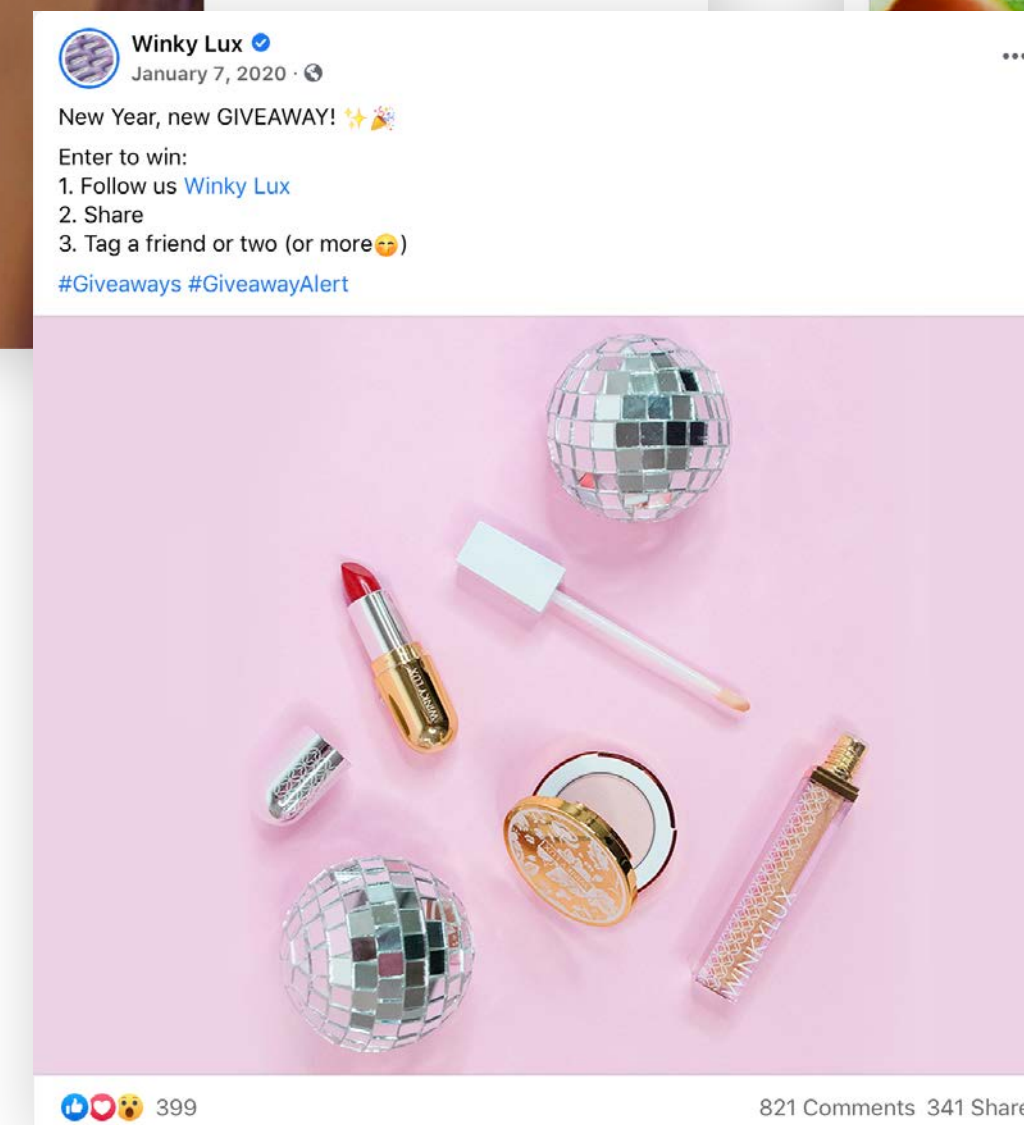
Instagram #11

Facebook #29

Twitter #19

Winky Lux won big on social this year despite not placing in the top 10 on any one channel, reminding us that consistent performance is more valuable than a few viral tweets. The brand leaned hard into giveaways on Facebook and Twitter which led to epic engagement boosts on both channels.

Winky Lux switched it up on Instagram with up-close-and-personal glamour shots of new releases and a focus on ingredients to help followers understand more about their offerings. From flavors to the technology behind the magic, Winky Lux kept things colorful and product-based on this ultra visual channel.



Full Rankings of Top 100 Beauty Brands on Social Media

TOP 100 BEAUTY BRANDS ON SOCIAL MEDIA | JAN. 1, 2020 TO DEC. 31, 2020

Rival
IQ

Full Rankings

	🏆	📷	f	🐦		🏆	📷	f	🐦
ColourPop	#1	#4	#3	#3	The Lip Bar	#11	#20	#25	#5
KKW Beauty	#2	#6	#1	#11	Mary Kay	#12	#31	#6	#10
Glossier	#3	#1	#17	#4	Yves Saint Laurent	#13	#26	#10	#21
Fenty Beauty	#4	#7	#8	#2	Ole Henriksen	#14	#12	#45	#9
Kylie Cosmetics	#5	#8	#4	#12	Olive & June	#15	#18	#9	#77
Pixi Beauty	#6	#16	#2	#14	Tatcha	#16	#24	#23	#35
CeraVe	#7	#18	#7	#1	Kaja	#17	#9	#51	#31
Huda Beauty	#8	#1	#31	#20	ILIA Beauty	#18	#14	#33	#73
Beautycounter	#9	#22	#5	#17	Beauty Bakerie	#19	#33	#28	#24
Winky Lux	#10	#11	#29	#19	The INKEY List	#20	#33	#37	#13

Full Rankings

	🏆	📷	f	🐦		🏆	📷	f	🐦
Anastasia Beverly Hills	#21	#50	#12	#15	Chanel Cosmetics	#31	#44	#25	#71
Charlotte Tilbury	#22	#41	#18	#39	Burt's Bees	#32	#27	#66	#47
Farmacy Beauty	#23	#9	#78	#27	LANEIGE	#33	#32	#22	#136
Kristin Ess	#24	#13	#29	#132	Thayers	#33	#51	#27	#48
Eminence Organic Skincare	#25	#46	#11	#51	UOMA Beauty	#35	#40	#39	#68
OPI	#26	#36	#20	#75	Mented Cosmetics	#36	#42	#47	#42
Paula's Choice Skincare	#27	#20	#71	#25	oVertone	#37	#43	#39	#59
YOUTH TO THE PEOPLE	#28	#16	#71	#46	Too Faced	#38	#53	#35	#36
essie	#29	#28	#56	#37	Blissworld	#39	#14	#75	#99
Kosas Cosmetics	#30	#23	#62	#49	Thrive Causemetics	#39	#28	#50	#103

Full Rankings

	🏆	📷	f	🐦		🏆	📷	f	🐦
Milk Makeup	#41	#3	#139	#6	NYX Cosmetics	#51	#66	#49	#26
Pear Nova	#42	#47	#44	#61	skinbetter	#52	#74	#20	#64
Drunk Elephant	#43	#38	#63	#62	BiteBeauty	#53	#55	#69	#33
Tarte Cosmetics	#44	#73	#23	#23	Laura Mercier	#54	#67	#31	#80
Coloured Raine	#45	#71	#35	#16	MAC Cosmetics	#55	#62	#73	#7
Herbivore Botanicals	#46	#24	#66	#136	Seed Phytonutrients	#56	#44	#79	#77
Dior Beauty	#47	#77	#12	#55	Hourglass Cosmetics	#57	#53	#56	#101
Estee Lauder	#48	#77	#15	#56	Urban Decay	#58	#58	#75	#37
LIVE TINTED	#49	#30	#61	#136	PEACE OUT SKINCARE	#59	#33	#115	#65
ZoyaNailPolish	#50	#59	#39	#75	R+Co	#60	#61	#43	#136

Full Rankings

	🏆	📷	f	🐦
Milani	#61	#70	#73	#30
goop	#62	#39	#88	#132
Sigma Beauty	#63	#93	#47	#22
Neutrogena	#64	#36	#138	#42
Etude House	#65	#5	#152	#136
Marc Jacobs Beauty	#66	#98	#38	#45
wet n wild beauty	#67	#68	#85	#53
Maybelline New York	#68	#49	#127	#34
IT Cosmetics	#69	#112	#14	#57
Love Beauty and Planet	#70	#59	#83	#108

	🏆	📷	f	🐦
Benefit	#71	#62	#106	#44
KORA Organics	#72	#87	#56	#65
Tata Harper Skincare	#73	#93	#34	#94
Bloomeffects	#74	#75	#54	#136
ColorWowHair	#75	#101	#19	#124
Supergoop	#76	#56	#113	#82
fatboy hair	#77	#47	#125	#90
Lancôme USA	#78	#82	#70	#93
Briogeo Hair	#79	#72	#92	#83
BECCA Cosmetics	#80	#104	#45	#83

Full Rankings

	🏆	📷	f	🐦
Kjaer Weis	#81	#57	#110	#136
Physicians Formula	#82	#106	#65	#51
Flesh Beauty	#83	#51	#152	#67
Redken	#84	#64	#114	#115
Carol's Daughter	#84	#118	#39	#79
COOLA	#86	#131	#16	#85
Loreal Paris USA	#87	#90	#94	#63
St. Tropez Tan	#88	#127	#52	#18
Cake Beauty	#89	#80	#82	#136
First Aid Beauty	#90	#75	#118	#74

	🏆	📷	f	🐦
Jouer Cosmetics	#91	#84	#91	#116
Sally Hansen	#92	#85	#104	#88
Sachajuan	#93	#108	#54	#122
Urban Skin Rx	#94	#116	#81	#32
Dove	#95	#80	#137	#50
Kinky-Curly	#96	#90	#101	#98
Wander Beauty	#97	#68	#122	#136
Honest Beauty	#98	#99	#106	#54
Clarins	#99	#65	#139	#117
StriVectin	#100	#114	#66	#107

About Rival IQ

Rival IQ is a social media analytics toolkit that helps you:

Supercharge your social landscape

Track results across all social profiles, including engagement, influencers, social bios, and sentiment—for you and your competitors.

Stay ahead of your competition

Conduct competitive analysis in minutes. Monitor your industry, create benchmarks, and evaluate competitor activity in time to respond before the market shifts direction.

Do more with your social data

Dive deeper into your social media analytics with Facebook, Twitter, Instagram, and LinkedIn Insights, boosted post detection, hashtag analysis, and so much more.

GET YOUR FREE TRIAL ►

The Rival IQ logo is located in the bottom right corner. It consists of the words "Rival" and "IQ" stacked vertically in a white, sans-serif font, set against a solid black square background. The background of the entire page features abstract, diagonal brushstrokes in various shades of red and pink.