

The Beauty Brand

JUNE 2026

Profile views
4,054
+3,915 (+2816.5%)

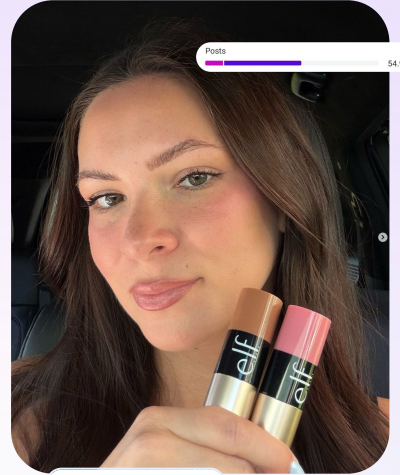


28 days

Post views
1M
+975K (+3722.6%)



892,695



59.7K 460 34.2K

Posts 54.9%

Likes
237K
+235K (+9864.1%)

Shares
13K
+13K (+11713.5%)



Comments
114K
+114K (+4322.7%)

Global Social Index

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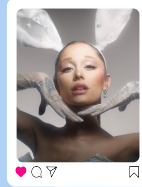
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**Access
Full Data**

Executive Summary

Why this index exists?

The Beauty Brand Social Index was created to cut through the noise of vanity metrics and give a clear, data-backed picture of which beauty brands are truly winning on social. Rather than ranking brands purely by follower count, we measure what drives business impact – creator partnerships, engagement quality, audience growth, and organic brand momentum.



Majid Bahi, CEO, Socially Powerful

“The brands winning on social are those treating creators as long-term partners, not one-off activations. Consistency and cultural relevance are the new benchmarks for success.”

How to read the scores?

A high Socially Powerful Index score means a brand is not just large, it's active, growing, investing in creators, and generating genuine organic momentum. A low score signals underinvestment in social strategy, declining engagement, or poor creator partnership performance. Use this index to benchmark your brand, identify threats, and spot the challengers rising fast.



What we measure & why?

Every month, we track 50 of the world's leading beauty brands across Instagram and TikTok. Each brand is scored across 4 groups: Brand Presence, Partnership Power, Partnership Effectiveness and Earned Love, weighted to reflect what matters most in today's creator economy. The result is a single Socially Powerful Index score out of 100 that lets you compare brands fairly, regardless of size or budget.



Socially Powerful Index: Methodology

The Socially Powerful Index is a **monthly benchmark designed to measure how effectively brands are building influence on social media**. Rather than relying on a single metric, such as followers or engagement, it provides a rounded view of a brand's owned social presence, creator partnerships and organic advocacy.

Each brand receives an overall score based on four areas:

BRAND PRESENCE

How strong is the brand's presence across its own social channels?

This considers the size of its audience and how effectively its content engages that community. A strong score means the brand has built an active and responsive social audience.

PARTNERSHIP POWER

How visible is the brand across the creator landscape?

This considers the scale, frequency and consistency of its influencer activity. A strong score means the brand is regularly showing up in relevant social conversations through creators.

PARTNERSHIP EFFECTIVENESS

How well are those creator partnerships performing?

This measures whether sponsored content is genuinely connecting with audiences and generating meaningful engagement, rather than simply being published.

EARNED LOVE

How much unpaid conversation is the brand generating?

This captures organic creator mentions and content, indicating whether the brand is inspiring genuine advocacy beyond formal partnerships.

Behind the four scores sit ten publicly available social performance metrics, collected through platform APIs and other accessible digital sources. These include signals such as audience size, engagement, content activity, creator mentions, posting frequency and momentum over time.

Each metric is normalised so brands of different sizes can be compared fairly, then weighted according to its relevance. The scores are refreshed monthly to show which brands are leading the conversation, gaining momentum or beginning to fall behind.

The result is one simple score that turns a wide range of public social and influencer data into a clear, comparable picture of brand influence.

SP Index Leaderboard

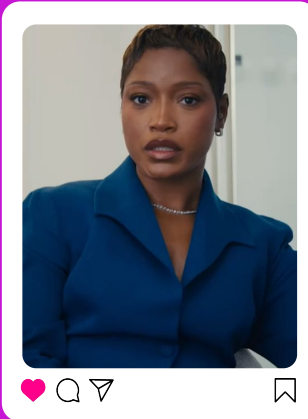


#01 TOP PERFORMING BRAND

La Roche-Posay

SOCIALLY POWERFUL
INDEX SCORE
35.3

MOST ENGAGED POST



BRAND PRESENCE
27.8

PARTNERSHIP EFFECTIVENESS
33.4

EARNED LOVE
42.6









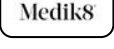

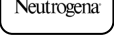
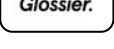
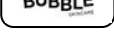
PARTNERSHIP POWER
39.3

Ranks #01 to 14

		BRAND PRESENCE	PARTNERSHIP POWER	PARTNERSHIP EFFECTIVENESS	EARNED LOVE	SOCIALLY POWERFUL INDEX SCORE
#02	Huda Beauty	39.2	19.8	32.4	48.0	33.4
#03	L'Oréal Paris	21.5	40.8	31.9	33.7	32.6
#04	CÉCRED	39.4	9.5	43.1	11.4	30.8
#05	Maybelline New York	16.8	34.5	28.1	36.3	29.1
#06	MAC Cosmetics	27.9	9.6	36.1	32.0	29.0
#07	Rhode	43.2	8.8	33.8	21.6	28.2
#08	YSL Beauty	22.2	23.2	28.8	35.8	27.9
#09	NARS Cosmetics	15.6	14.2	36.3	29.2	27.8
#10	Dior Beauty	22.5	18.8	25.4	44.4	26.8
#11	NYX Cosmetics	17.8	16.8	30.7	32.5	26.4
#12	Makeup by Mario	17.7	9.3	34.6	24.1	25.5
#13	The Ordinary	15.2	8.4	38.6	14.9	25.5
#14	Starface	23.4	5.3	37.7	11.0	25.0







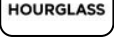



SP Index Leaderboard

Ranks #15 to 27

		BRAND PRESENCE	PARTNERSHIP POWER	PARTNERSHIP EFFECTIVENESS	EARNED LOVE	SOCIALLY POWERFUL INDEX SCORE
#15	 Elemis	25.2	4.4	31.0	20.2	23.2
#16	 ColourPop	15.8	47.4	13.5	28.8	23.0
#17	 Too Faced	13.7	16.7	26.4	28.7	23.0
#18	 CeraVe	17.5	32.7	18.9	27.6	22.9
#19	 COSRX	19.5	10.7	26.0	29.4	22.6
#20	 e.l.f. Cosmetics	24.4	11.4	28.8	14.7	22.5
#21	 Urban Decay	31.3	10.6	24.5	20.7	22.1
#22	 Danessa Myricks Beauty	8.1	21.8	26.2	19.8	21.8
#23	 Medik8	19.9	51.5	6.9	32	21.7
#24	 Tatcha	13.3	10.2	27.0	22.8	21.0
#25	 Neutrogena	18.1	34.6	19.4	11.2	21.0
#26	 Glossier	17.3	8.2	27.7	16.5	20.5
#27	 Bubble Skincare	17.8	17.1	23.2	14.7	19.9




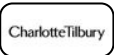






SP Index Leaderboard

Ranks #28 to 40

		BRAND PRESENCE	PARTNERSHIP POWER	PARTNERSHIP EFFECTIVENESS	EARNED LOVE	SOCIALLY POWERFUL INDEX SCORE
#28	 Sol de Janeiro	23.0	6.9	17.5	40.2	19.8
#29	 Morphe	20.8	7.4	24.8	18.4	19.8
#30	 Patrick Ta Beauty	22.2	6.9	21.1	24.9	19.1
#31	 R.E.M. Beauty	28.9	21.4	8.6	36.7	18.5
#32	 Beauty of Joseon	16.3	10.6	19.3	21.3	17.4
#33	 Anastasia Beverly Hills	25.8	11	15.3	23.7	17.3
#34	 Benefit Cosmetics	14.8	6.1	22.6	15.8	17.1
#35	 Pantene	23.0	13	19.1	9.9	17.0
#36	 Laneige	15.7	6.6	22.1	14.6	16.9
#37	 Hourglass Cosmetics	18.7	7.5	20.3	14.4	16.6
#38	 Glow Recipe	14.3	9.9	16.1	27.7	16.4
#39	 Tarte Cosmetics	22.1	5.9	15.6	27	16.4
#40	 Fenty Beauty	25.4	7.7	14.9	23.6	16.3

SP Index Leaderboard

Ranks #41 to 50

		BRAND PRESENCE	PARTNERSHIP POWER	PARTNERSHIP EFFECTIVENESS	EARNED LOVE	SOCIALLY POWERFUL INDEX SCORE
#41	 Revolution Beauty	12.3	8.4	19.2	17.4	15.8
#42	 Kylie Cosmetics	11.3	12.2	12	32.4	15.2
#43	 Kayali	16.0	6.1	18.0	15.9	15.0
#44	 Charlotte Tilbury	19.1	16.9	0	50.3	14.1
#45	 eos	11.4	6.3	18.8	9.1	13.7
#46	 Soap & Glory	14.1	7.7	18.1	5.7	13.5
#47	 Drunk Elephant	15.5	10.2	12.7	11.7	12.5
#48	 The Body Shop	12.4	1.3	18.1	1.4	11.3
#49	 Rare Beauty	21.6	6.3	9.8	11.5	11.0
#50	 Pixi Beauty	14.9	8.4	8.6	16.7	10.7

WINNERS

#01



Index Score

35.3

La Roche-Posay

High earned love (42.6) paired with some strong partnership effectiveness (33.4) - creator momentum and collab volume working together at scale.

#02



Index Score

33.4

Huda Beauty

Earned love of 48.0—the highest score across all 50 brands.

#03



Index Score

32.6

L'Oréal Paris

Leads the top 3 on partnership power (40.8).

This slide provides a at-a-glance summary of May's standout performers and underperformers across the tracked beauty brands. Each entry includes a single headline stat and a short analyst insight to give context to the ranking.

ONES TO WATCH

THE BODY SHOP

Index Score

11.3

The Body Shop

Brand Presence of 12.4 is its strongest pillar.

Rare Beauty

Index Score

11.0

Rare Beauty

Partnership Power score of 6.3 leads the bottom group.

pixi

Index Score

10.7

Pixi Beauty

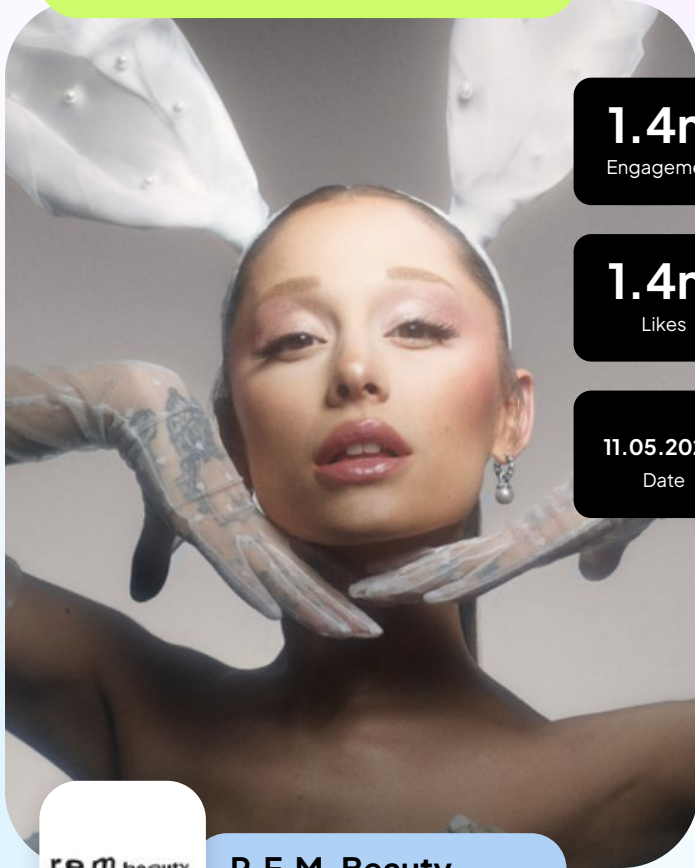
Limited partnership activity (Partnership Power: 8.4, Partnership Effectiveness: 8.5) is holding it back.

Brand Spotlight



Highlights

MOST ENGAGED BRAND POST



1.4m
Engagement

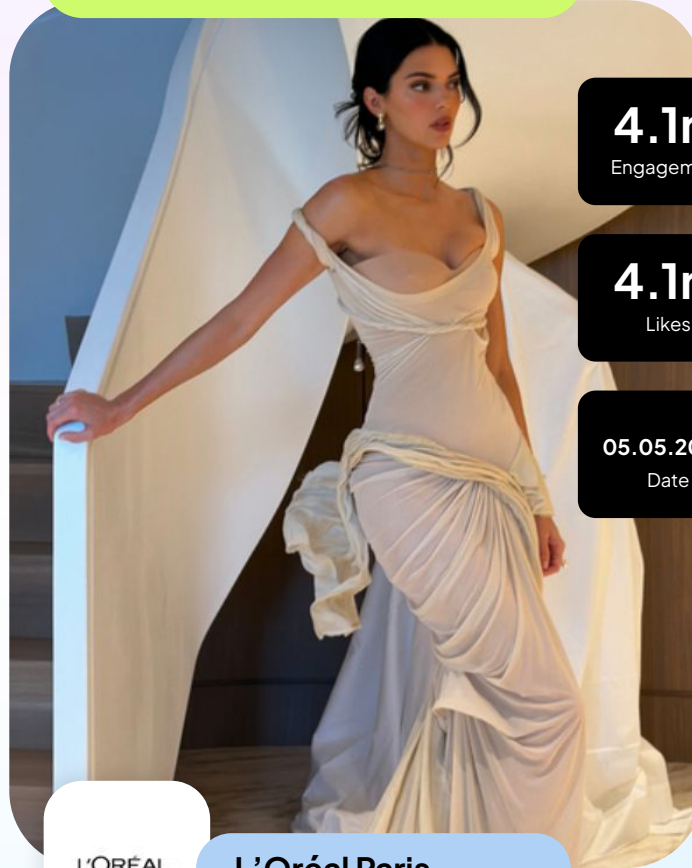
1.4m
Likes

11.05.2026
Date

r.e.m.beauty

R.E.M. Beauty

MOST ENGAGED COLLAB POST



4.1m
Engagement

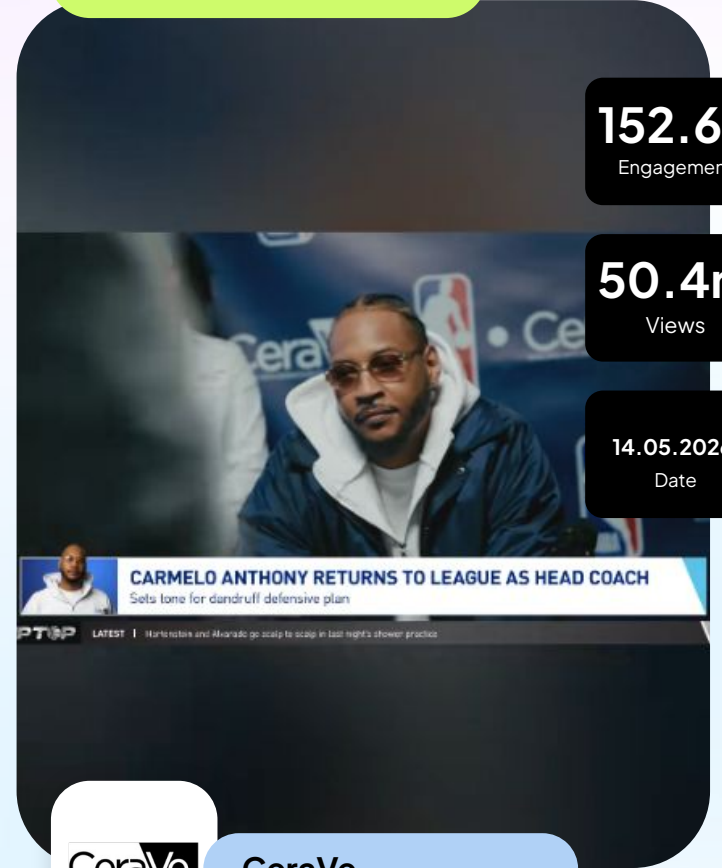
4.1m
Likes

05.05.2026
Date

L'ORÉAL
PARIS

L'Oréal Paris

MOST SHARED/VIEWED



152.6k
Engagement

50.4m
Views

14.05.2026
Date

CeraVe

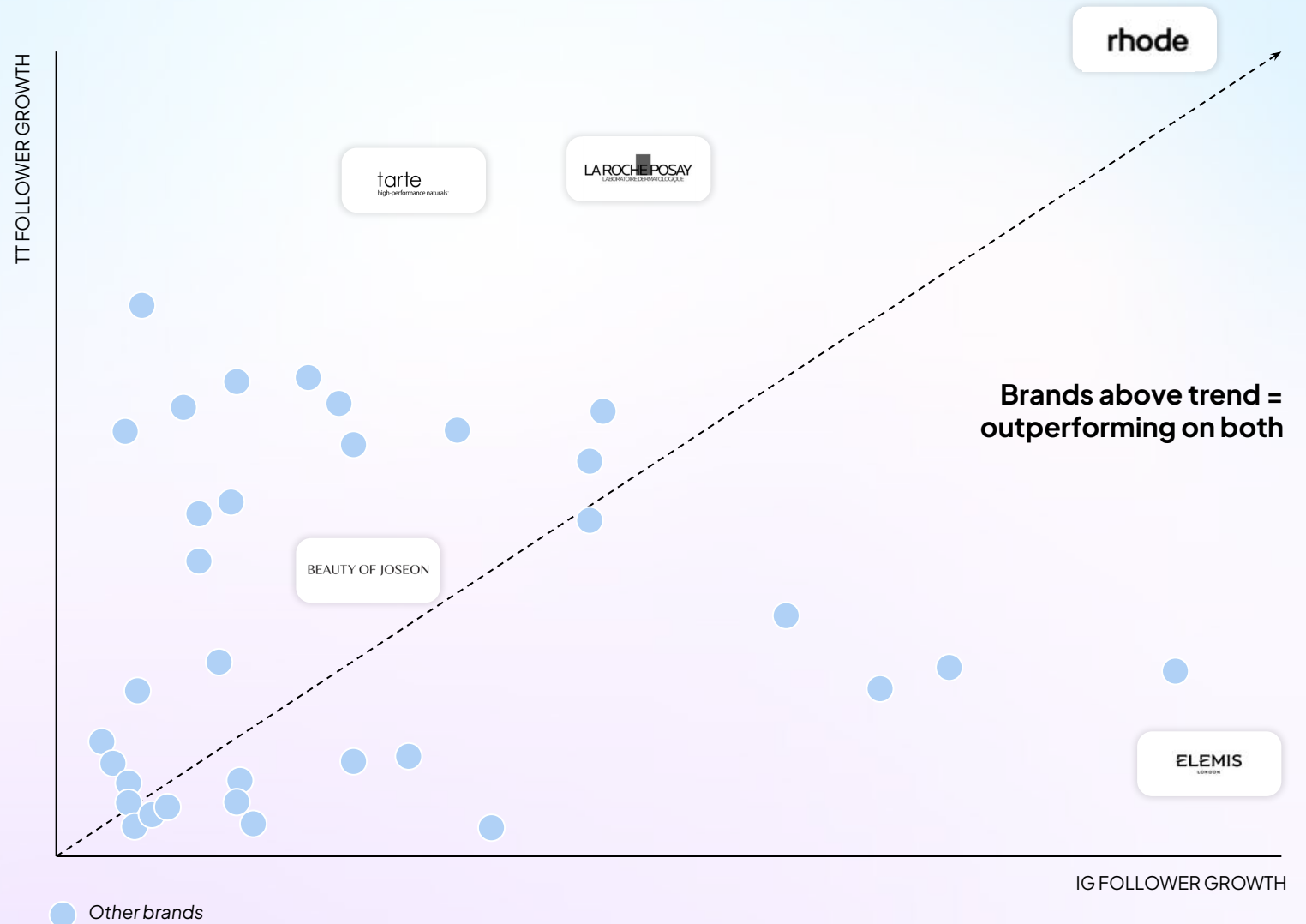
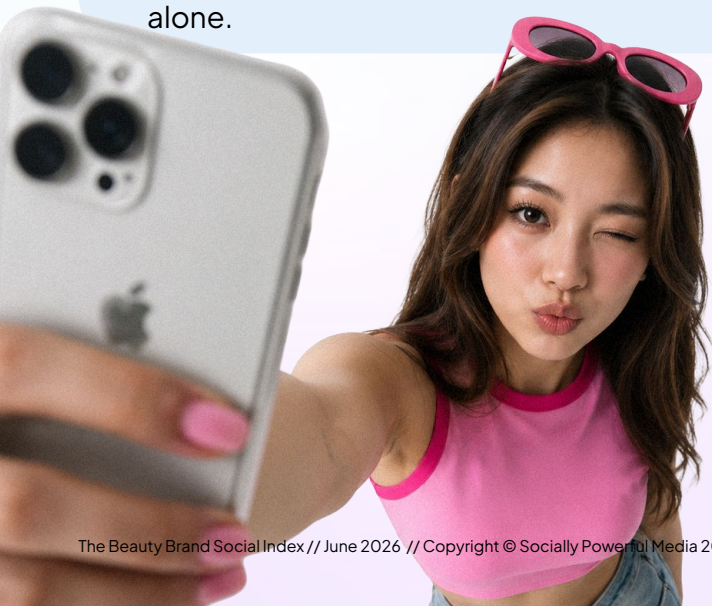
CeraVe

Follower Growth

Follower growth across the tracked beauty brands remained relatively flat over the past month, with the majority of brands seeing marginal gains or slight declines on Instagram as the platform continues to mature.

TikTok presented a more dynamic picture, with several brands achieving notable audience growth through trend participation and creator-led campaigns. La Roche-Posay and Rhode were standout performers in this regard, excelling in both platforms simultaneously.

Brands with the strongest growth combined consistent organic posting with targeted influencer seeding — reinforcing that follower acquisition is increasingly tied to creator ecosystem activity rather than brand-owned content alone.

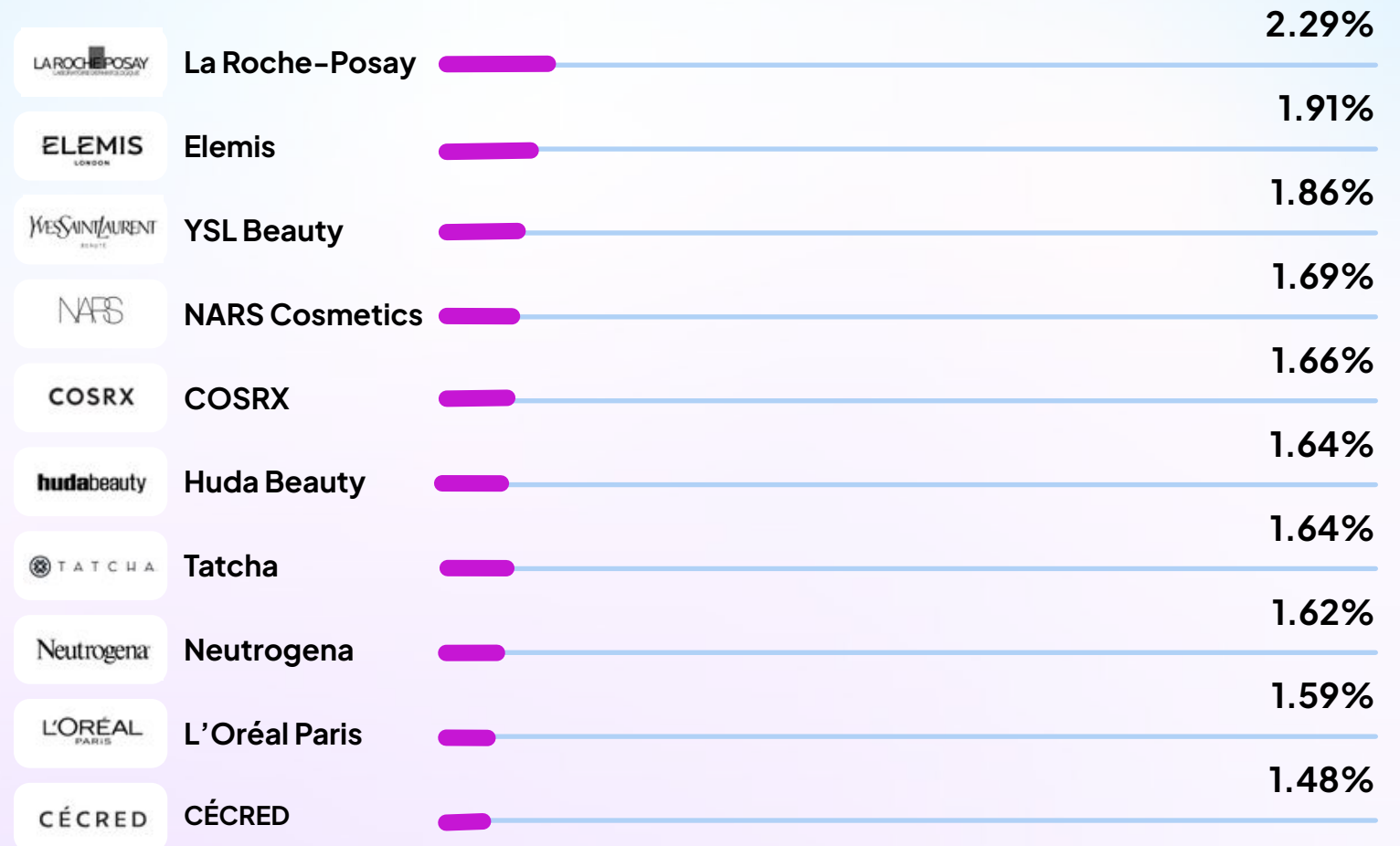


Influencer Partnership Engagement Rate

Mega and macro influencer activity in May showed strong engagement efficiency across leading beauty brands. La Roche-Posay led the group with a 2.29% efficacy rate, reflecting highly effective partnerships with large-scale creators.

Elemis (1.91%) and YSL Beauty (1.86%) ranked closely behind, while NARS Cosmetics, COSRX, and Huda Beauty all delivered rates above 1.6% — signalling consistent returns from macro and mega creator investments across the category.

Measured by the total engagement generated by influencer collaboration posts, divided by the combined follower base of the creators involved



50.4 M

Views on CeraVe's top TikTok collab post, the highest-viewed creator post of May 2026.

63.0%

Of all May collaborations were nano or micro creators — 6,199 nano posts and 11,399 micro posts tracked across 50 brands.

12x

Effectiveness rate on Rhode's top Instagram post of May, from a creator with just 13K followers.

Trend Spotting

CeraVe's 50.4M-view moment was the most watched creator post of May. But it was also the exception. Across the full index, the brands consistently outperforming on effectiveness rate were building something more systematic.

63% of all brand collaborations tracked in May came from nano and micro creators. That near-complete dominance of small-creator content is the infrastructure behind the index's biggest effectiveness stories.

Rhode's top ten Instagram posts were unsponsored.



James Hacking,
Founder - Chief Playmaker,
Socially Powerful

"The brands that have mastered this are treating nano and micro creators as the strategy. Their effectiveness numbers reflect creator programmes built around genuine cultural pull. That's the hardest thing to replicate and the most valuable thing to have."

Its highest-performing post came from a 13K follower account hitting a 12x effectiveness rate. CECRED achieved a 3.5% average effectiveness rate on Instagram with 86% of its posts unsponsored, outperforming brands running far larger paid programmes. Rare Beauty's most over-indexed posts came from accounts under 5K followers.

These brands top the effectiveness rankings because creators want to post about them and the nano and micro tier is where that shows up most clearly in the numbers.

SOCIALLY POWERFUL

Socially Powerful is a social-first marketing agency powered by creators and technology, with a presence across the UK, United States, Europe, and the Middle East.

Founded by social media pioneers who grew alongside platforms like Facebook and YouTube, the agency specialises in delivering bold marketing campaigns that leverage technology, creative storytelling, and deep social media insights.

The agency excels in influencer marketing, social strategy, video content, and distribution, consistently achieving marketing performance that outperforms traditional channels.

How to access the full data?

Subscribe to the Socially Powerful newsletter to receive the full Beauty Brand Social Index report each month, including complete brand rankings, raw data downloads, and exclusive analyst commentary.

[Subscribe to our newsletter!](#)

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