

European & American Beauty & Personal Care Category Market Report

TikTok Shop Market Report: (2024-2025)



www.echotik.ai

Product Selection Influencer Discovery Find TikTok Shop View The Data



EchoTik's
official website



EchoTik's
official account

Scope of statistical data: Jul 2024- Jun 2025

NOTICES

Data Notice

1. Statistical Period: July 2024 - Jun 2025 (U.S., UK)
February 2025 - Jun 2025 (Spain, Mexico)

2. Research Scope:

Analyzing TikTok Shop E-commerce Data from Short Videos and Livestreams in Key Markets (U.S, UK, Spain, Mexico) with Focus on Beauty&Personal Care Category

3. Data Source:

Data Source: Non-exhaustive, anonymized data from EchoTik (third-party TikTok analytics platform).

4. Disclaimer:

Disclaimer: Findings are reference only due to inherent data limitations.

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For full data: <https://echotik.ai>



U.S Market

Annual Performance and Trend Analysis:
Beauty&Personal Care Category



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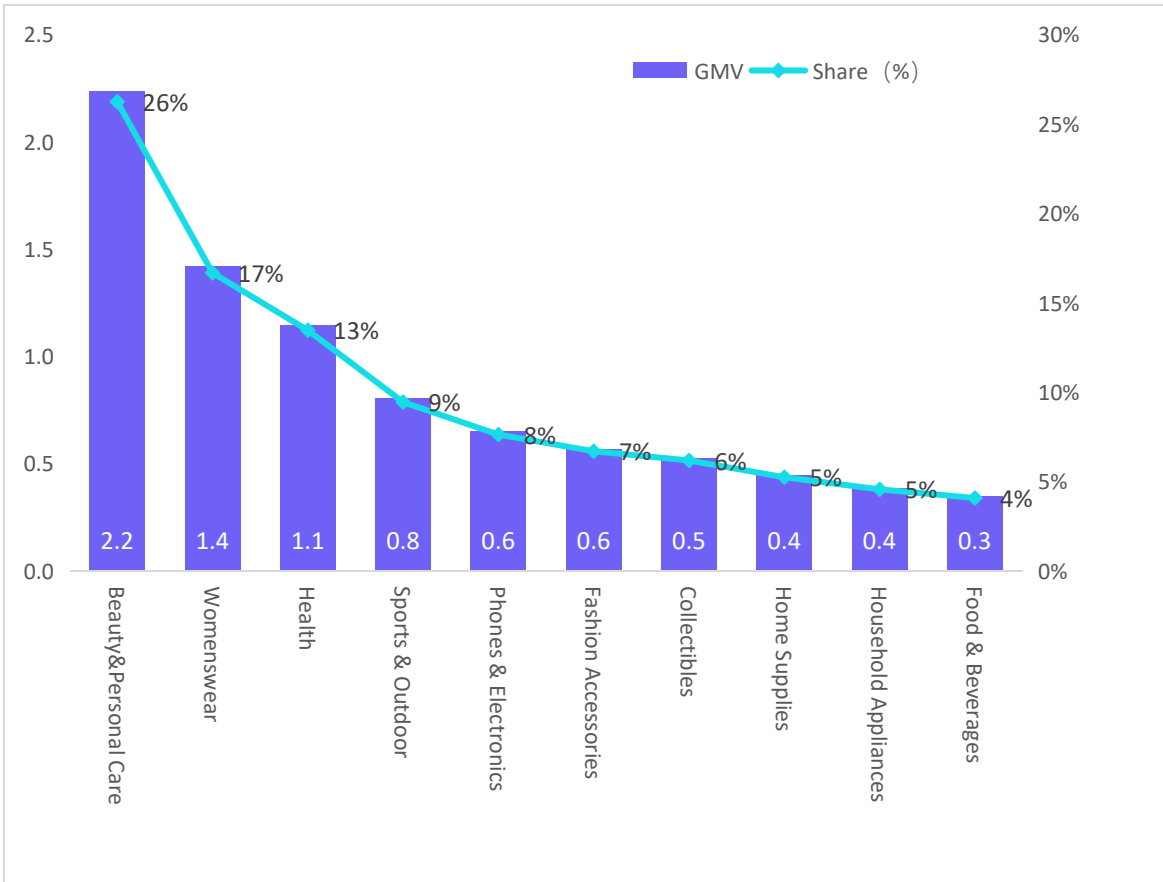
CHAPTER ONE

U.S Market-Top 10 Categories Performance

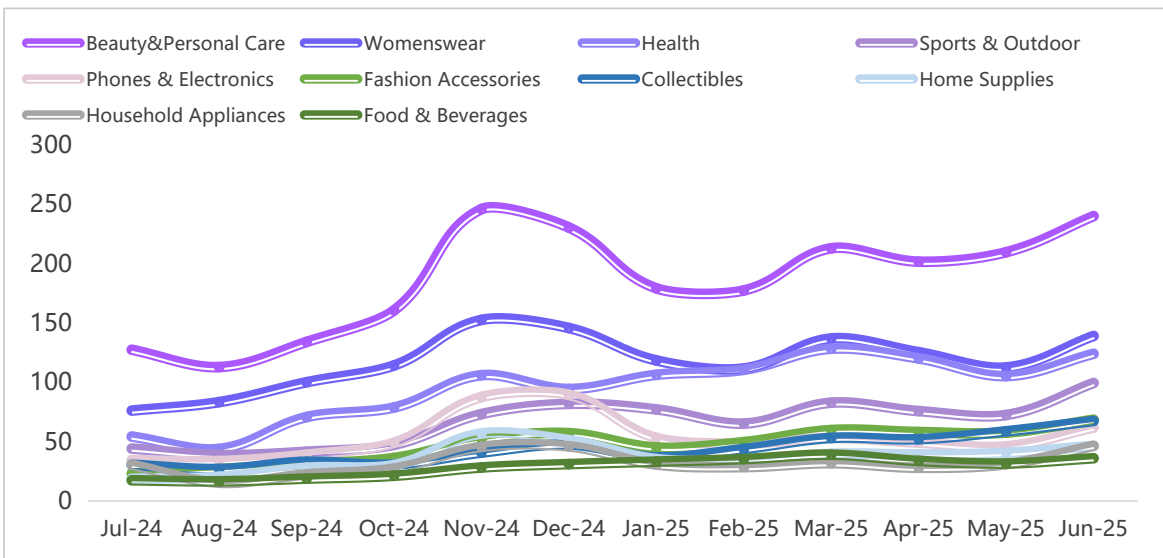
U.S. Market Leader: \$10.5B in GMV

Beauty & Personal Care Tops Categories at 26%

Top 10 GMV in U.S. Market Past 12 Months (in Billions)



Monthly Performance of Top 10 Categories: U.S. Market (Past 12 Months)

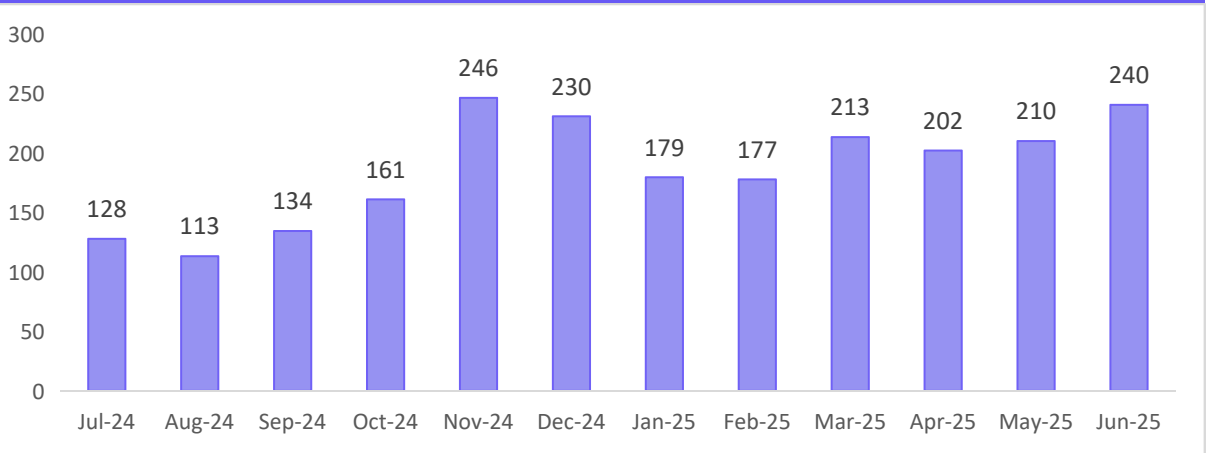


U.S Market-Beauty&Personal Care Marketing Strategy

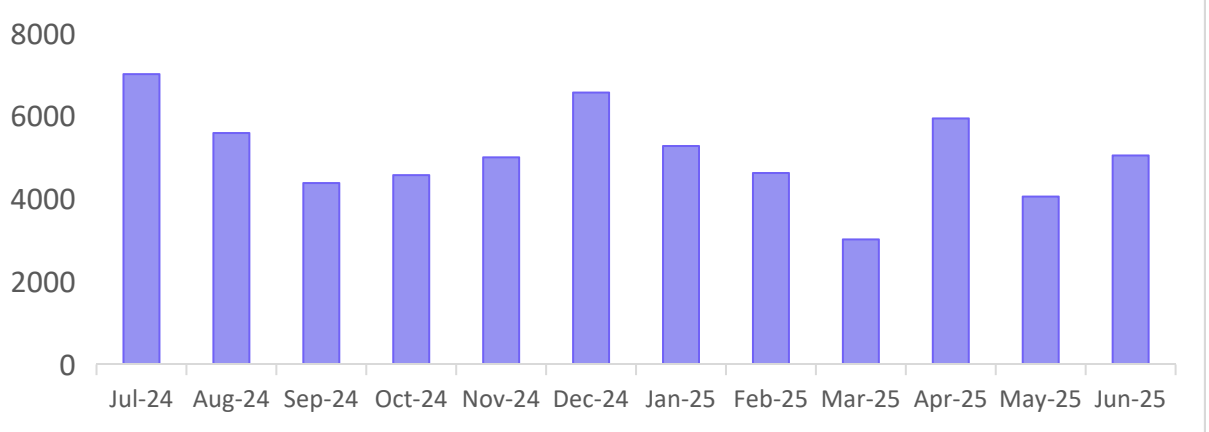
Black Friday Sales Peaked at \$0.24B GMV

Video & Influencer Fuel US Beauty Market Growth

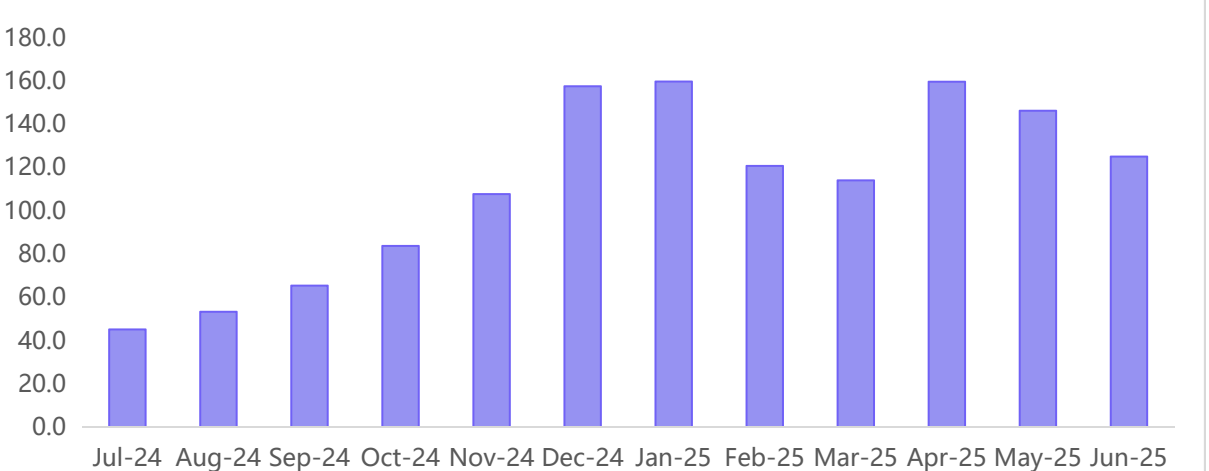
Beauty&Personal Care GMV U.S. Market (Past 12 Months | in Millions)



YoY Influencer Marketing Growth: US Beauty & Personal Care Category



YoY Video Marketing Growth: US Beauty & Personal Care Category

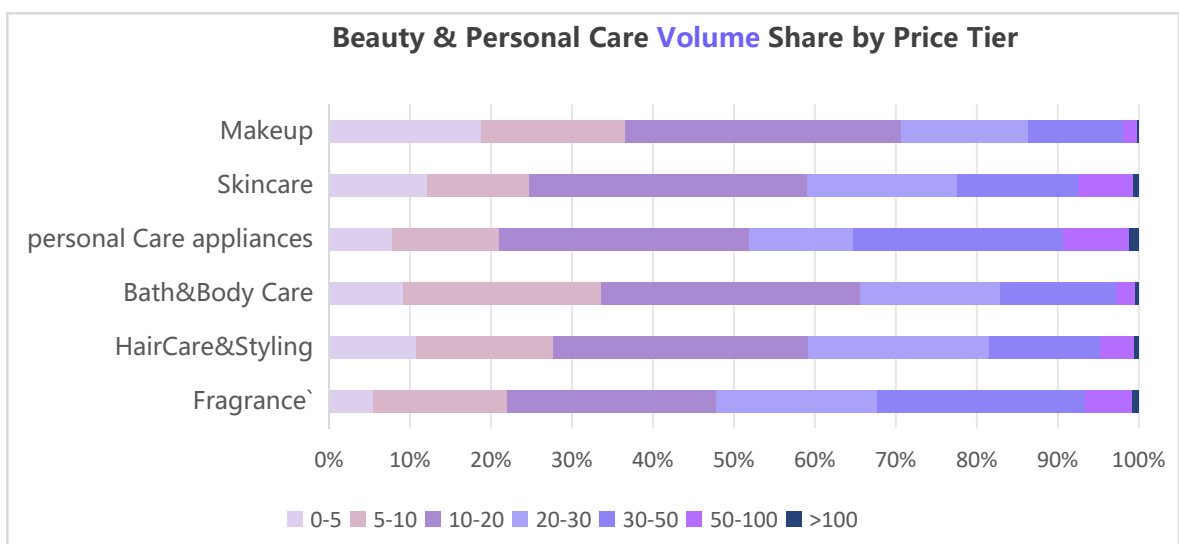
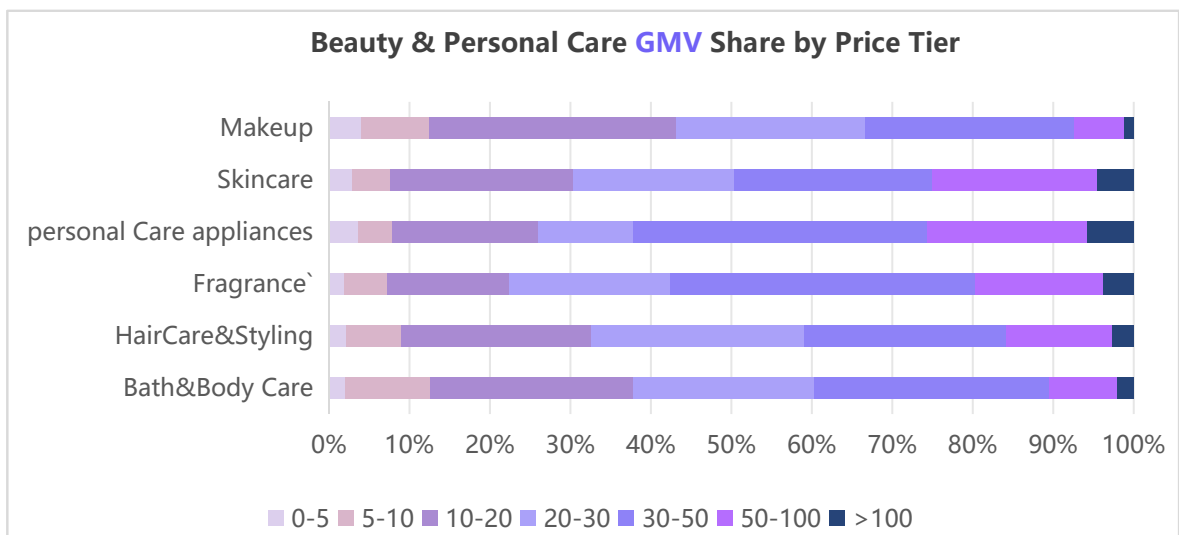


U.S Market-Beauty&Personal Care

Sub-categories, led by the \$30-\$50 tier

Order volume peaks in the \$10-\$20 range.

- ◆ In the U.S. beauty and personal care sector, three categories—makeup, skincare, and personal care appliances—were significant, with combined GMV over \$1.1 billion, representing 60% of the top 10 categories' total sales. Price distribution was fragmented, with balanced contributions across tiers. Mainstream GMV focused in the \$30–50 range (20%–30% share), reflecting diverse products meeting consumer needs.
- ◆ In sales volume, these three categories led transactions, totaling around 60 million units. The most popular price segment was \$10–20 (< 30% share), with even distribution. Fragrance exceeded 30% share in the > \$30 tier, indicating strong price tolerance.



U.S Market-Beauty&Personal Care

Top 10 Entry Threshold at ~\$20M Premium Pricing (\$50+)

TOP10 shop Balanced Growth

- The tier structure remains stable. Tier 1 (No.1-3) stores report sales between \$45M-\$65M, with strong moats and solid leadership.
- Tier 2 (No.4-9) stores range from \$20M-\$30M, showing narrow gaps and volatile rankings.

Balanced Players&Broad SKUs

- Beauty & personal care is a top category, with peak product sales exceeding 2 million units.
- Top 10 stores carry broad SKUs (1,000+ maximum), covering diverse demands.
- Nearly 70% of products are priced above \$50, reflecting a premium positioning.

Past 12-Month Sales & ASP for Top 10 Beauty&Personal care Sellers

Shop	GMV (\$)	Sales Volume(K)	Product Quantity	Price (\$)	Peak Sales Timing
Tarte Cosmetics	60-65M	2132	364	33.82	Nov-2024
medicube US Store	45-50M	1085	165	102.83	Mar-2025
wavytalk	45-50M	1418	91	76.11	Dec-2024
TYMO-BEAUTY	35-40M	871	157	96.84	Nov-2024
Anua Store US	25-30M	566	114	118.91	Jul-2024
American Seair Imports	25-30M	1019	1294	48.92	Nov-2024
CANVAS BEAUTY BRAND	20-25M	1021	175	75.41	Oct-2024
Gopure	20-25M	608	171	65.52	Oct-2024
The Ordinary Store	20-25M	1642	164	20.11	Jun-2024
simplymandys	15-20M	551	161	55.68	Jun-2024

U.S Market-Beauty&Personal Care

Brand-Owned Store Tops Rankings with Clean Beauty Best-Sellers



TOP1: Tarte Cosmetics

Tarte Cosmetics is a New York-based cosmetics brand known for its "clean beauty" concept, combining natural ingredients with innovative technology. Its core offerings include face makeup, eye makeup, and lip products. The store currently stocks 130 products, priced between \$8.00 and \$202.00, with an average price of \$33.82 and a nearly 90% positive rating.

Sales Performance

Sales channels



Creator	Followers	Likes	Product Category	Sales	GMV	Related Videos	Related Lives
tarte	1.7M	24.2M	Beauty & Personal Care	134.9K	\$3.07M	Video 506	Live 25
abbey.kline	74.6K	8.4M	Beauty & Personal Care	68.0K	\$2.18M	Video 374	Live 5
influencedqueens	496.8K	23.8M	Beauty & Personal Care	65.6K	\$2.39M	Video 121	Live 0
itsmekels	408.7K	11.1M	Beauty & Personal Care	49.1K	\$1.22M	Video 219	Live 1

Per Echotik, 69% of the store's sales come from influencer promotions, 29% from display ads and independent sites, and 2% from its own account. With over 70,000 influencers and 100,000 video plays, it attracts new customers through reviews and trials. Collaborations include top beauty influencers with millions of followers (e.g., @MikaylaNogueira) for launches and reviews, boosting credibility and buzz. Mid-tier influencers cover vertical audiences, while KOCs share experiences to drive organic traffic and sales.

Top 3 Selling Products



undereyecorrector
 Price:\$32
 Sales: 380.9K
 Influencers: 6.1K



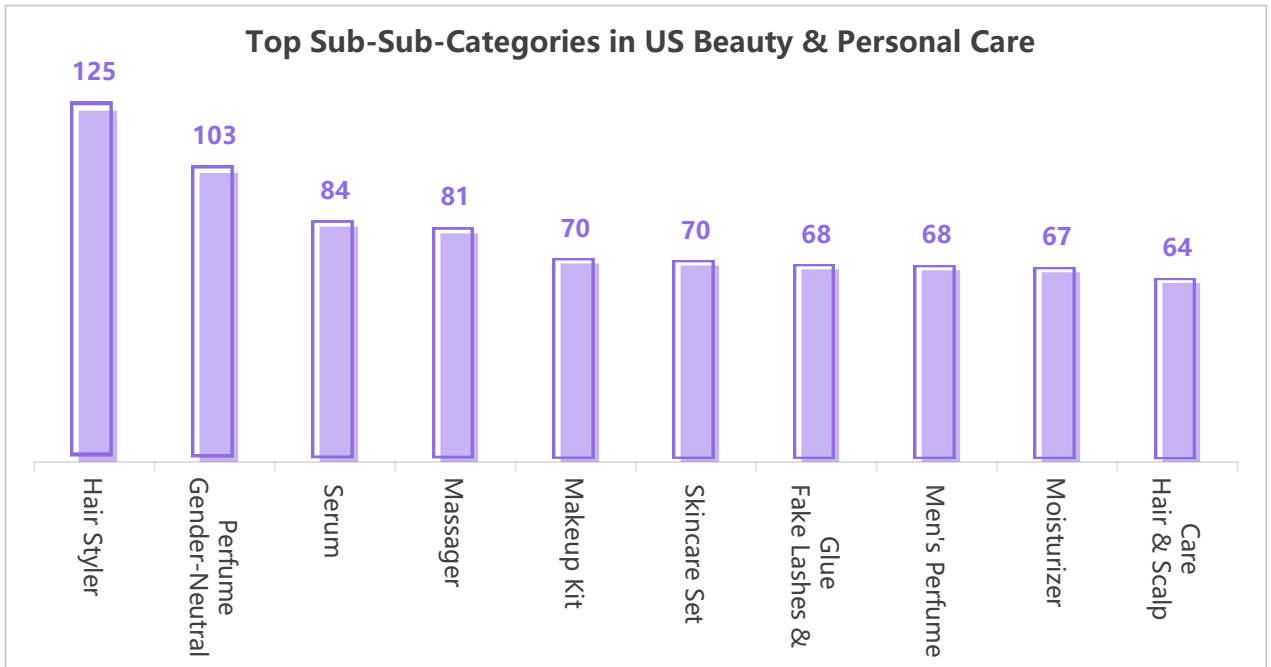
eye pencil set
 Price:\$39
 Sales: 307.5K
 Influencers:14.0K



concealer paw brush
 Price:\$29
 Sales: 391.0K
 Influencers:1.1K

U.S Market-Beauty&Personal Care

Diverse Product Types: Appliances Top Category Top-Selling Items : Makeup & Skincare



Top 3 Best-Selling Beauty & Personal Care Products (Past Month)



Dr.Melaxin Serums

Shop: Dr.Melaxin Global
 Price:\$43.00
 Sales: 440.5K
 GMV: \$8.32M
 Influencers: 3.6K
 Videos: 1.2K



medicube Skincare Set

Shop: medicube US Store
 Price:\$93.50
 Sales: 218.4K
 GMV: \$2.71M
 Influencers: 2.0K
 Videos: 3.2K



Blowout Boost

Shop: wavytalk
 Price:\$38.85
 Sales: 932.6K
 GMV: \$1.99M
 Influencers: 1.4K
 Videos: 3.2K



U.K Market

Annual Performance and Trend Analysis:
Beauty&Personal Care Category

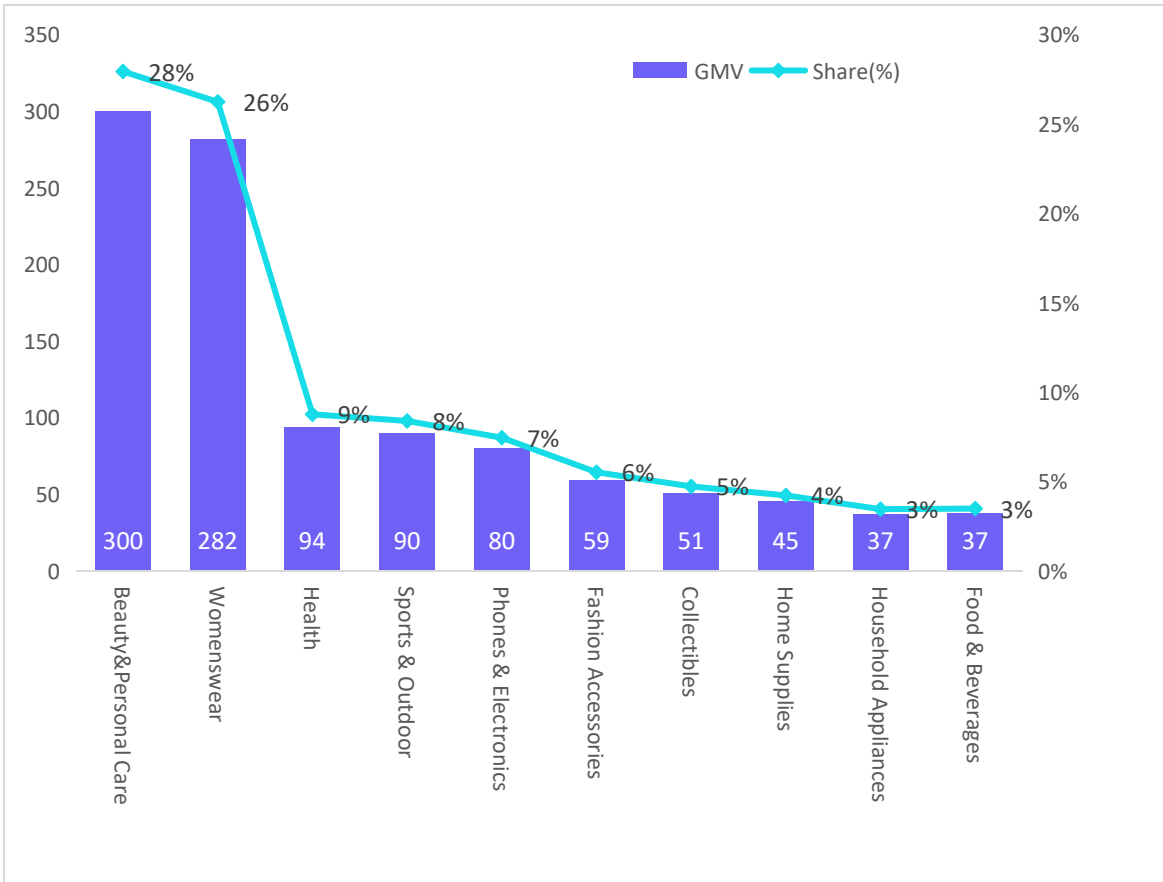


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CHAPTER TWO

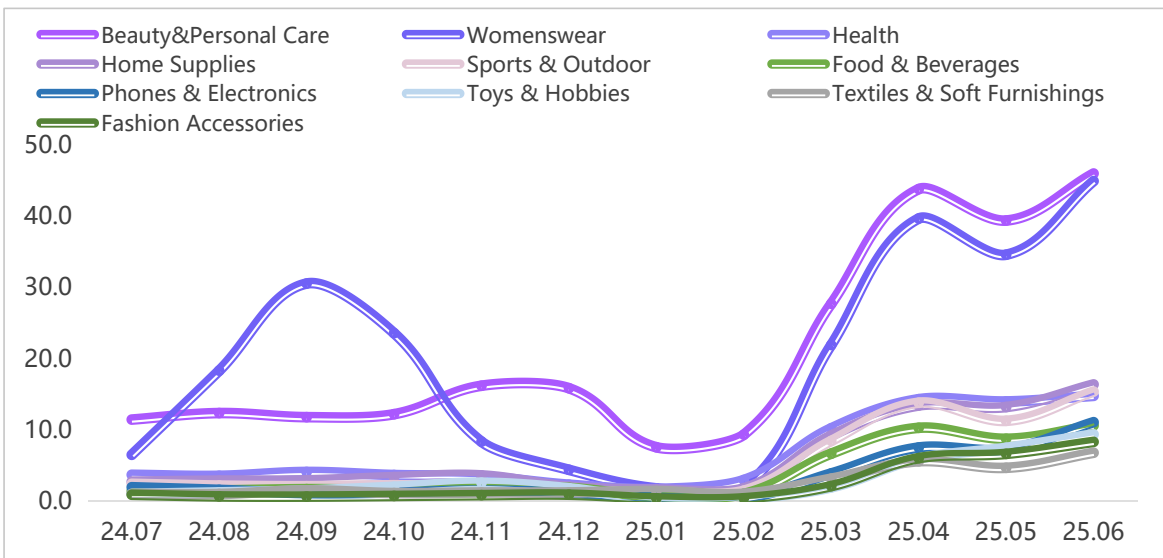
U.K Market-Top 10 Categories Performance

UK Market: Top 2 Hold >50% Share,
Beauty & Personal Care Tops Categories at 28%

Top 10 GMV in U.K Market Past 12 Months (USD Millions)

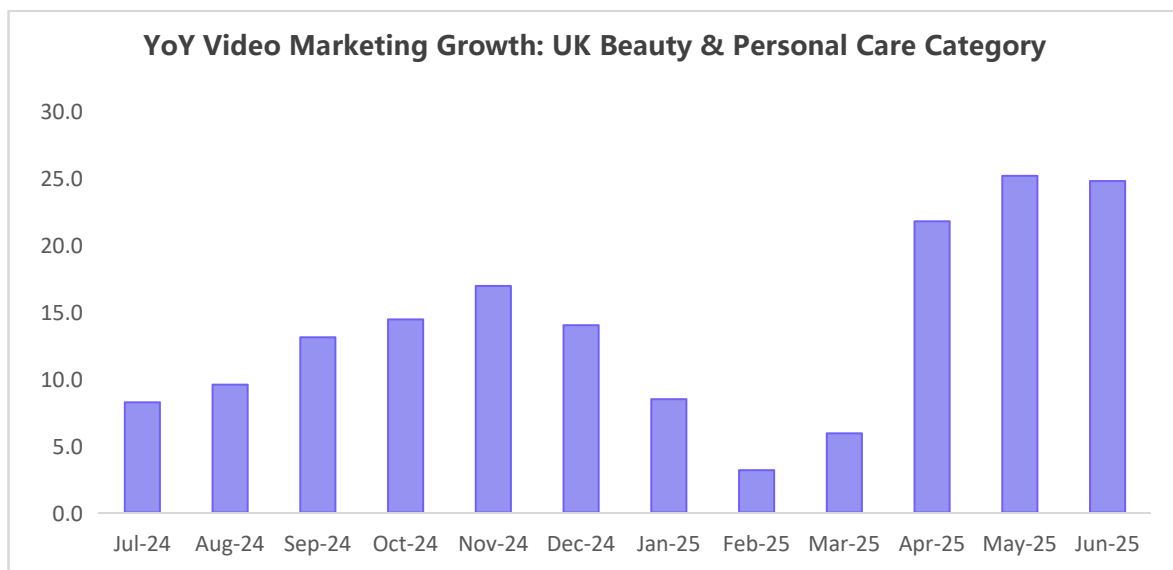
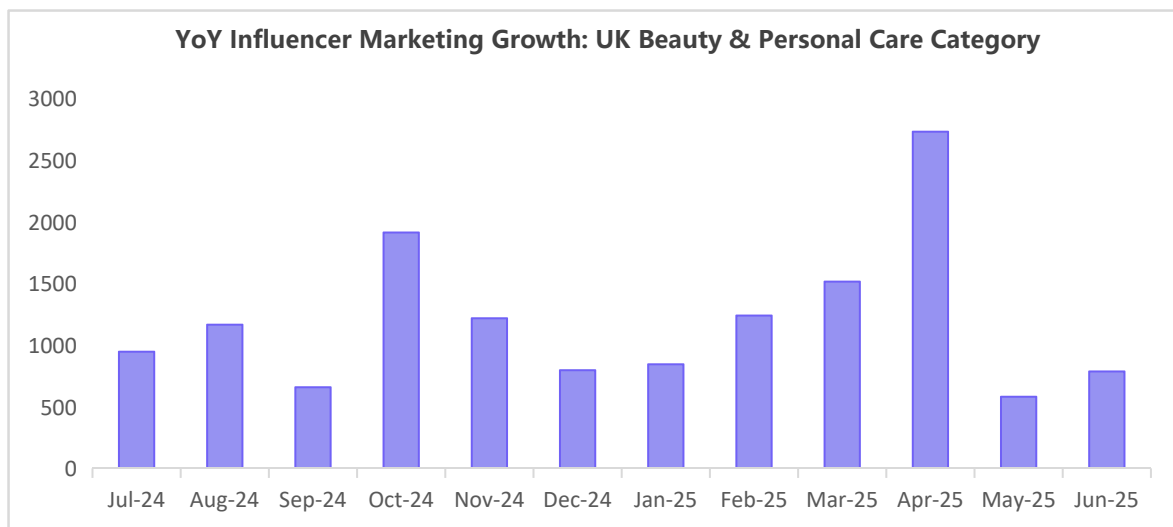
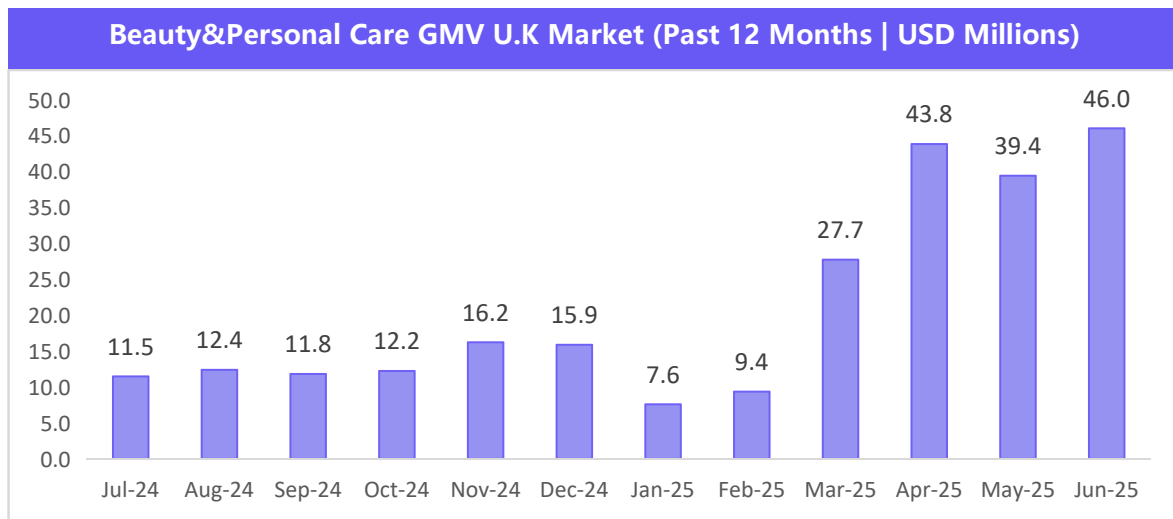


Monthly Performance of Top 10 Categories: U.K Market (Past 12 Months)



U.K Market-Beauty&Personal Care Marketing Strategy

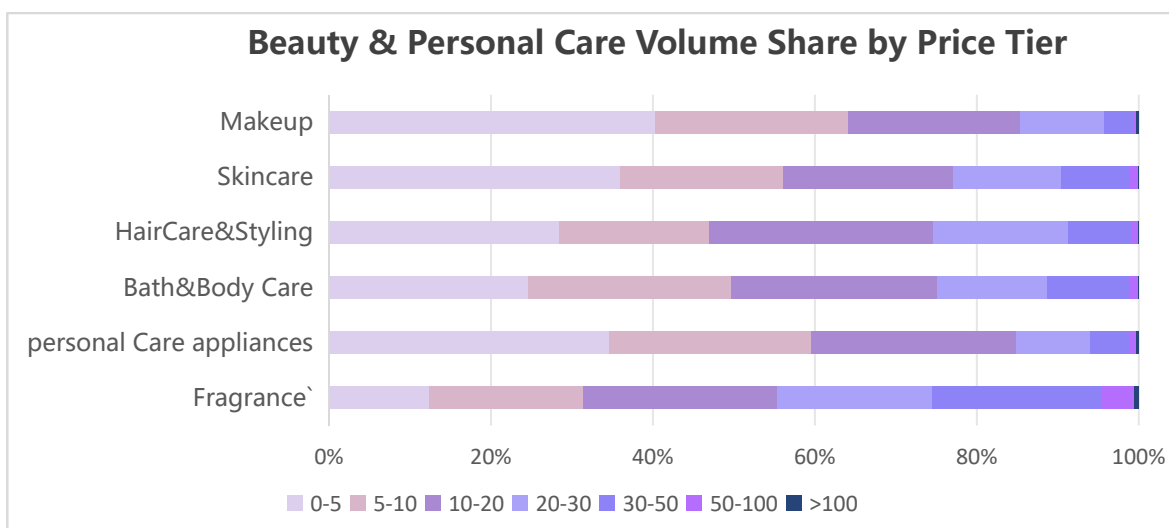
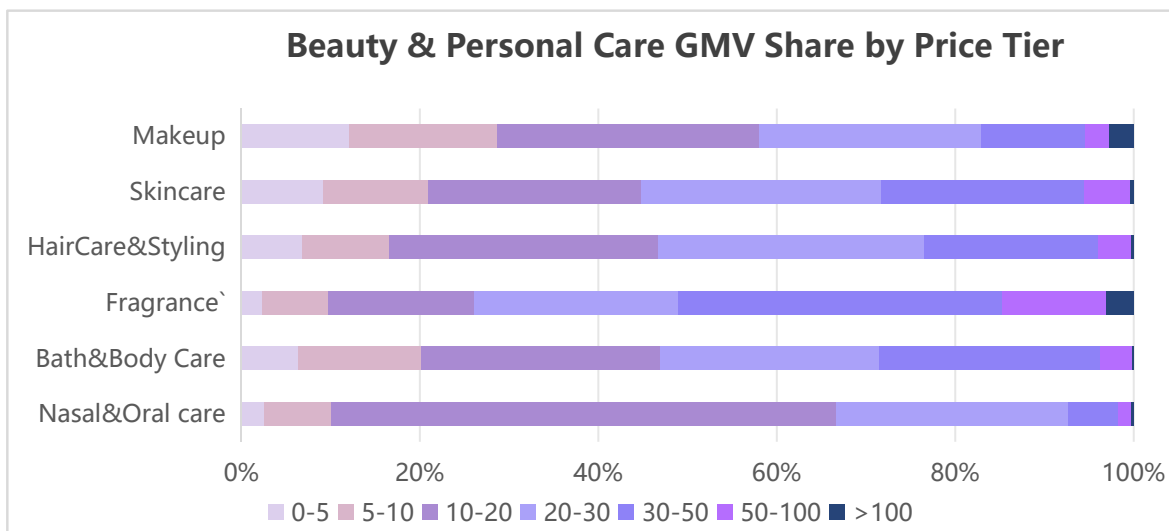
Beauty & Personal Care Strong Growth (\$46M Peak) as Video Marketing Stabilizes



U.K Market-Beauty&Personal Care

Subcategories Price Concentration \$20-\$30 Tier Volume Focused Under \$10

- ◆ In the UK beauty and personal care sector, GMV is highly concentrated in three categories: cosmetics, skincare, and hair care, accounting for 64% of the top 10 categories. Price distribution is balanced, with the \$10-\$30 range contributing slightly more but still below 30% each. Only nose and oral care see over 60% of GMV under \$20, reflecting a competitive and balanced market.
- ◆ The three leading categories reached 14 million units sold, representing 68% of total volume. Products around \$10 are most popular but comprise only 50%-60% of sales, indicating no strong low-price concentration.



U.K Market-Beauty&Personal Care

Oligopolistic Market with \$50K Top 10 Threshold Premium Pricing at \$30-\$50

TOP1 shop Dominant Leader

- The leading store dominates the top position with a GMV of approximately \$40 million, 3.5 times that of the second-ranked store, demonstrating solid leadership and stable future landscape;
- Stores ranked 4th to 10th generally report sales below \$1 million, with minor gaps suggesting potential ranking reshuffling.

Premium Pricing&Wide SKU Coverage

- Product sales volume is largely proportional to GMV, peaking at over 2 million units;
- 80% of stores employ a broad assortment strategy, carrying more than 100 products;
- Over 60% of top stores' products are concentrated in the \$30-50 price range.

Past 12-Month Sales & ASP for Top 10 Beauty&Personal care Sellers

Shop	GMV (\$)	Sales Volume(K)	Product Quantity	Price (\$)	Peak Sales Timing
pmakeupacademy	35-40M	2052	859	36.04	Mar-2025
madebymitchell	10-15M	1199	472	31.73	Oct-2024
Whites Beaconsfield	100-150K	547	52	54.45	Jun-2024
BPerfect Cosmetics	50-100K	561	495	55.68	Apr-2025
thebeautycrop	50-100K	967	291	18.54	Nov-2024
Nature Spell	50-100K	635	211	18.81	Mar-2025
Give Me Cosmetics	50-100K	303	363	42.60	Nov-2024
HNB Cosmetics	50-100K	539	33	28.98	Nov-2024
lorealparisuk	40-50K	212	158	33.64	Sep-2024
Tatti Lashes	40-50K	368	317	13.48	Nov-2024

U.K Market-Beauty&Personal Care

Makeup Academy Brand Tops Sales

Via Educational Product Bundles

PLOUISE

TOP1: plmakeupacademy

A London-based professional makeup academy uses TikTok short videos and livestreams to promote online and offline courses. Its store sells derivative beauty and personal care products, including lipstick and lip gloss, with 429 SKUs priced between \$1.32-\$531.31, averaging \$36.04.

Sales Performance

Sales channels



Creator	Followers	Likes	Product Category	Sales	GMV	Related Videos	Related Lives
assshop616	1.1K	19	Beauty & Personal Care	100.4K	\$2.90M	Video 0	Live 1
shoptemora	1.8K	1.6K	Home Supplies	100.3K	\$2.90M	Video 0	Live 18
lanniecozzie.uk0	1.3K	321	Beauty & Personal Care	100.0K	\$2.90M	Video 12	Live 5
plmakeupacademy	3.2M	73.7M	Beauty & Personal Care	87.4K	\$1.35M	Video 1.4K	Live 43

The store primarily drives exposure and product sales through its online and offline courses, followed by promotions via its owned accounts, influencers, and videos. It collaborates with over 30,000 influencers, mainly emerging and mid-tier creators, supported by KOCs for exposure, with nearly 150,000 videos. According to Echotik, 59% of its sales come from shop windows and standalone sites, 40% from influencer promotions, and 1% from its self-operated account.

Top 3 Selling Products



Bold Energy Lip Duo
 Price: \$29.82
 Sales: 2.0M
 Influencers: 18.8K



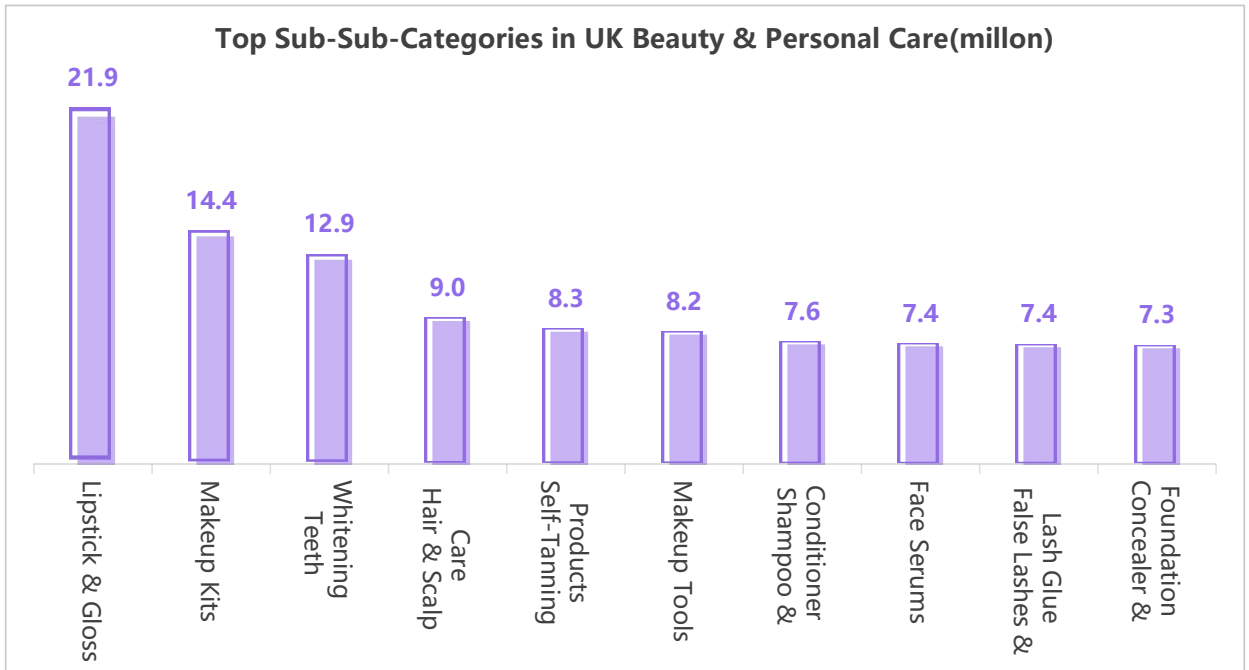
Bad Bitch Energy Bundle
 Price: \$30.34
 Sales: 173.9K
 Influencers: 3.6K



Liquid Blush
 Price: \$4.40
 Sales: 188.8K
 Influencers: 3.2K

U.K Market-Beauty&Personal Care

Makeup Holds 50% of Subcategory Sales Top Products are Cosmetics & Skincare



Top 3 Best-Selling Beauty & Personal Care Products (Past Month)



Anti-Aging Eye Cream

Shop: Dr.Melaxin Global
 Price: \$40.93
 Sales: 30.6K
 GMV: \$916.99K
 Influencers: 477
 Videos: 1.0K



Gloss Lipgloss

Shop: medicube US Store
 Price: \$16.40
 Sales: 318.0K
 GMV: \$697.23K
 Influencers: 765
 Videos: 1.5K



Perfume

Shop: wavytalk
 Price: \$37.76
 Sales: 111.1K
 GMV: \$556.78K
 Influencers: 815
 Videos: 2.1K



ES Market

Annual Performance and Trend Analysis:
Beauty&Personal Care Category



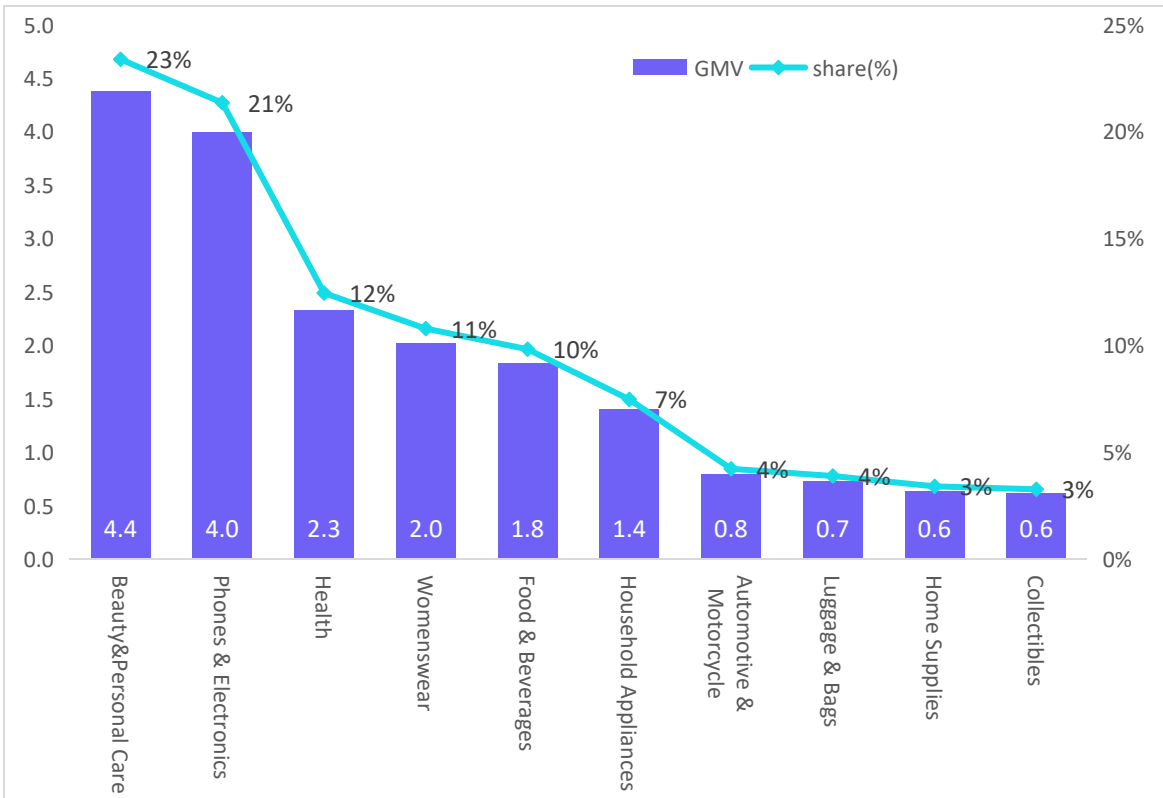
CHAPTER THREE



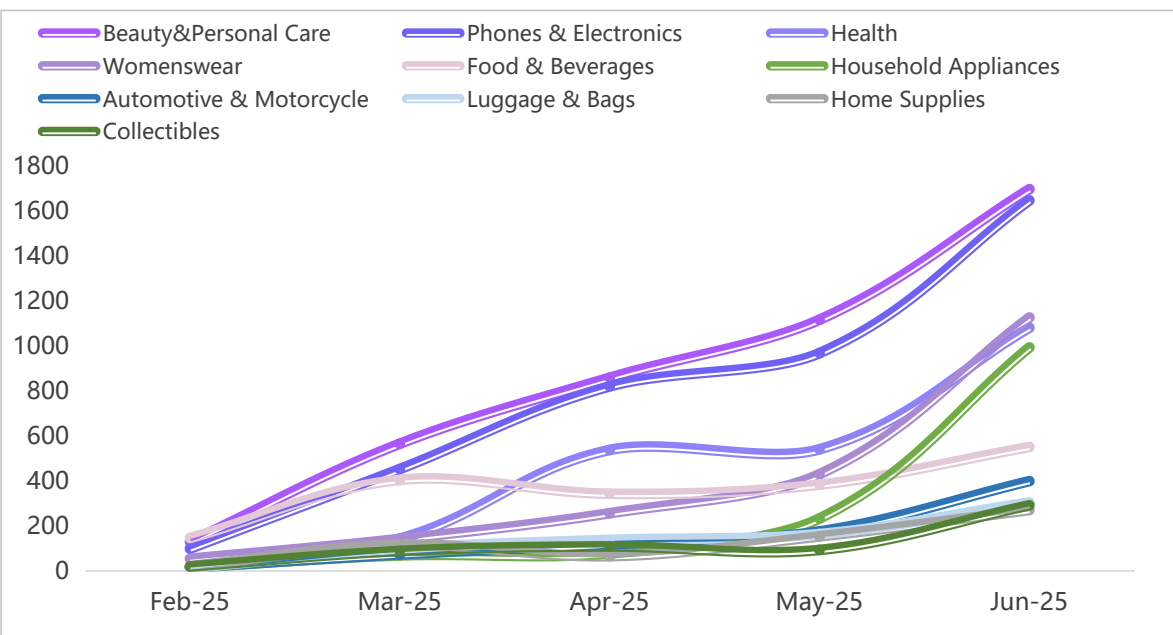
ES Market-Top 10 Categories Performance

Spain Top 10 Categories: Rapid GMV Growth, Beauty & Electronics Lead (>20% Share)

Top 10 GMV in ES Market Past 5 Months (in Millions)



Monthly Performance of Top 10 Categories: ES Market (Past 5 Months) In thousands

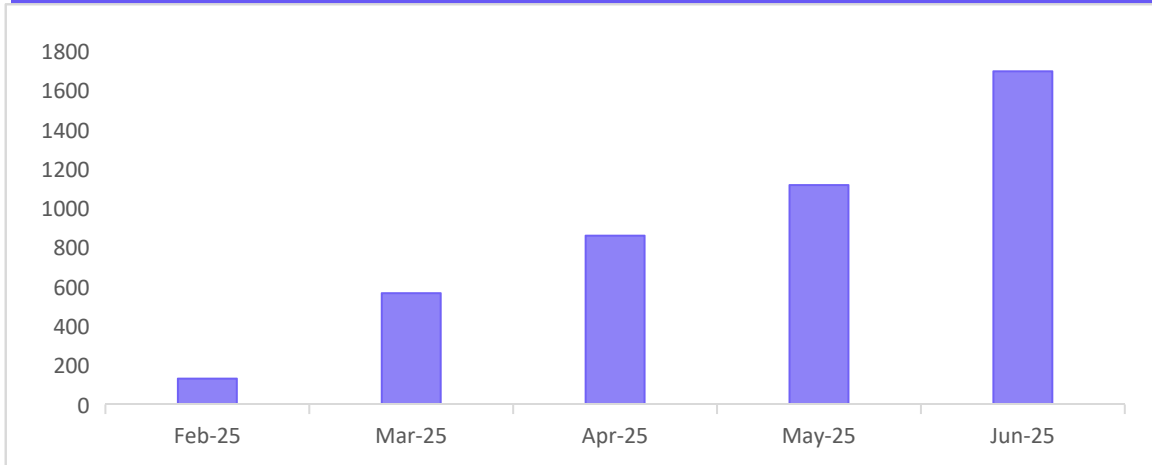


ES Market-Beauty&Personal Care Marketing Strategy

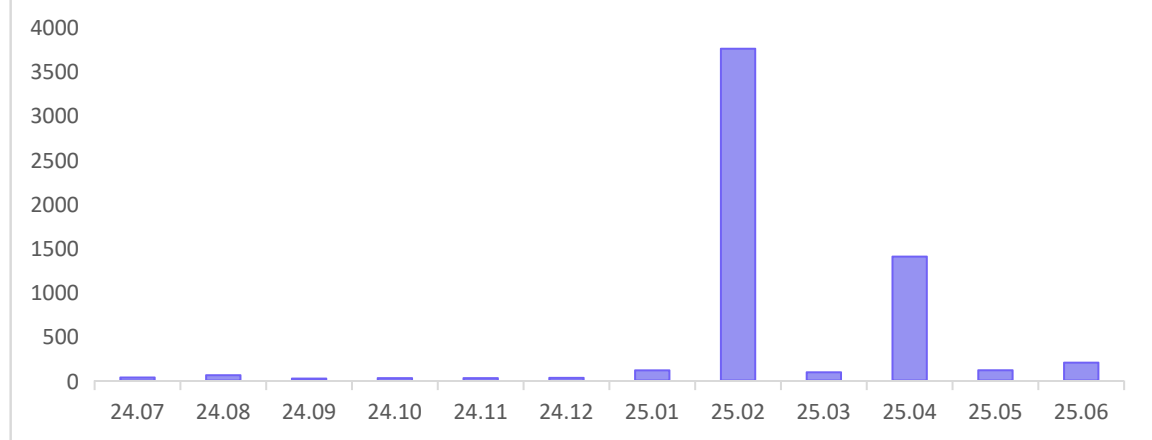
Spain 11x Average Monthly Growth

Volatile Yet Rising Influencer Video Promotions

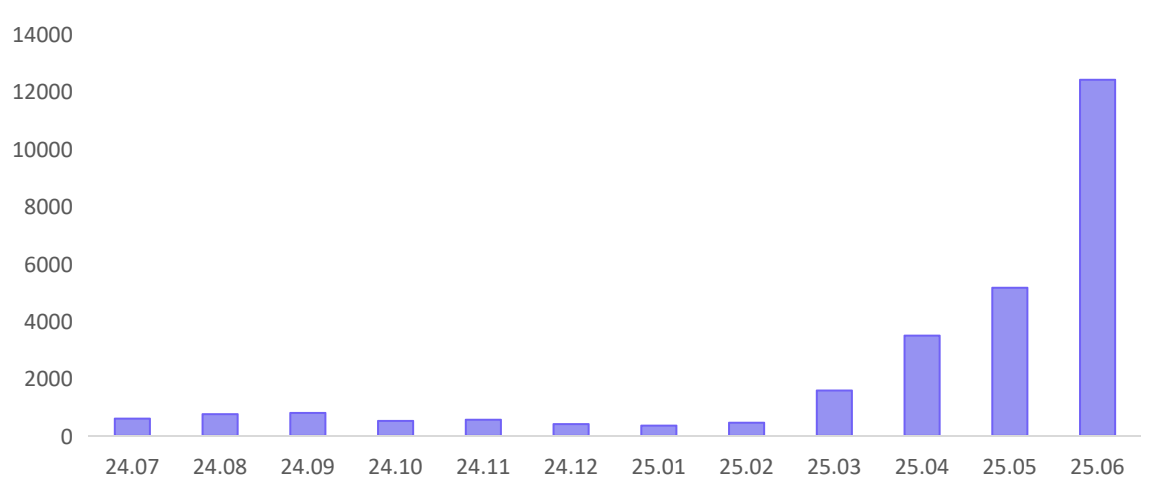
Beauty&Personal Care GMV ES Market (Past 5 Months |in thousands)



YoY Influencer Marketing Growth: ES Beauty & Personal Care Category



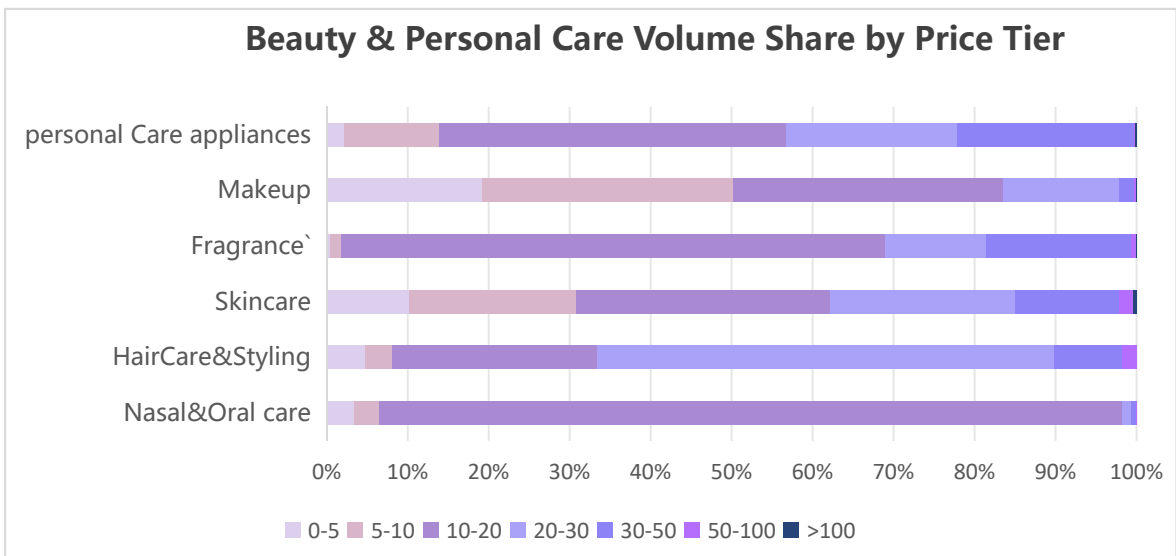
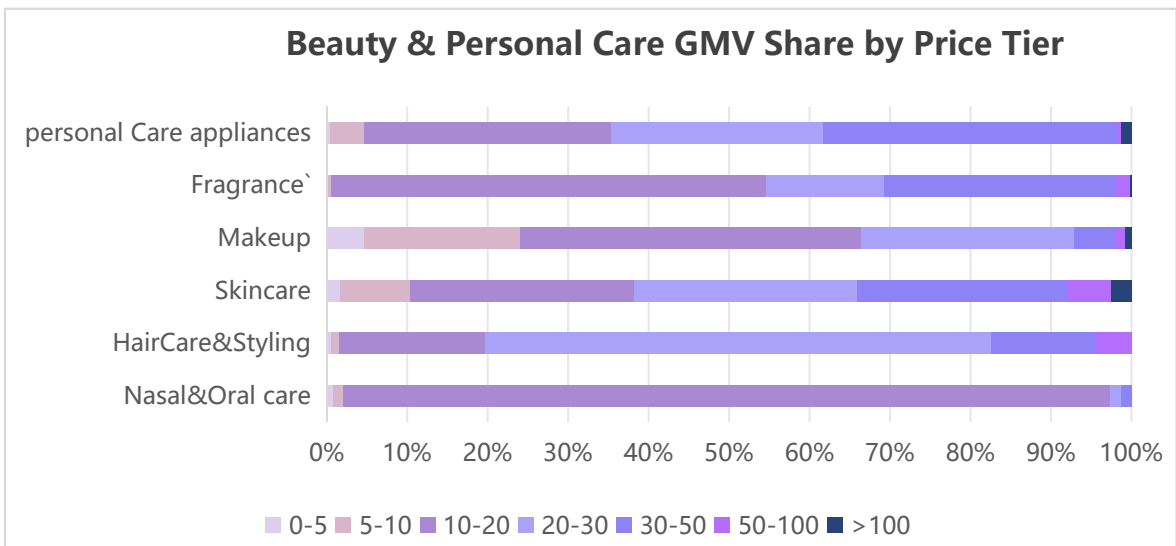
YoY Video Marketing Growth: ES Beauty & Personal Care Category



ES Market-Beauty&Personal Care

Beauty & Personal Care Sub-Categories, Price & Volume Concentrated in \$10–\$20 Tie

- ◆ In Spain's beauty & personal care sub-categories, Top3 core segments contributed 65% of total GMV. Price distribution remained balanced in beauty devices, cosmetics, and skincare, with the \$10–20 range highest (30–40%); fragrance and oral care were highly concentrated, exceeding 50% in this band. As the top category, beauty & personal care continues to expand in consumers and demand.
- ◆ By volume, ToP3 core segments accounted for 66% of transactions. The \$10–20 segment was most popular, reaching 90% in oral care, reflecting distinct budget-conscious consumption.



ES Market-Beauty&Personal Care

Fast-Growing SMBs Show Emerging Tier Structure

Product Prices Concentrated in \$20-\$40 Range

Top 10 Stores Beginning to Take Shape

- The top 10 beauty & personal care SMBs are growing rapidly with initial scale: The top 2 stores achieved \$300K-\$400K in sales, doubling the third, forming a preliminary tier structure;
- During this high-growth phase, peak sales emerged mostly in the past two months, and the future entry threshold will rise quickly.

Price Tiers Differentiate with Focused Product Strategies

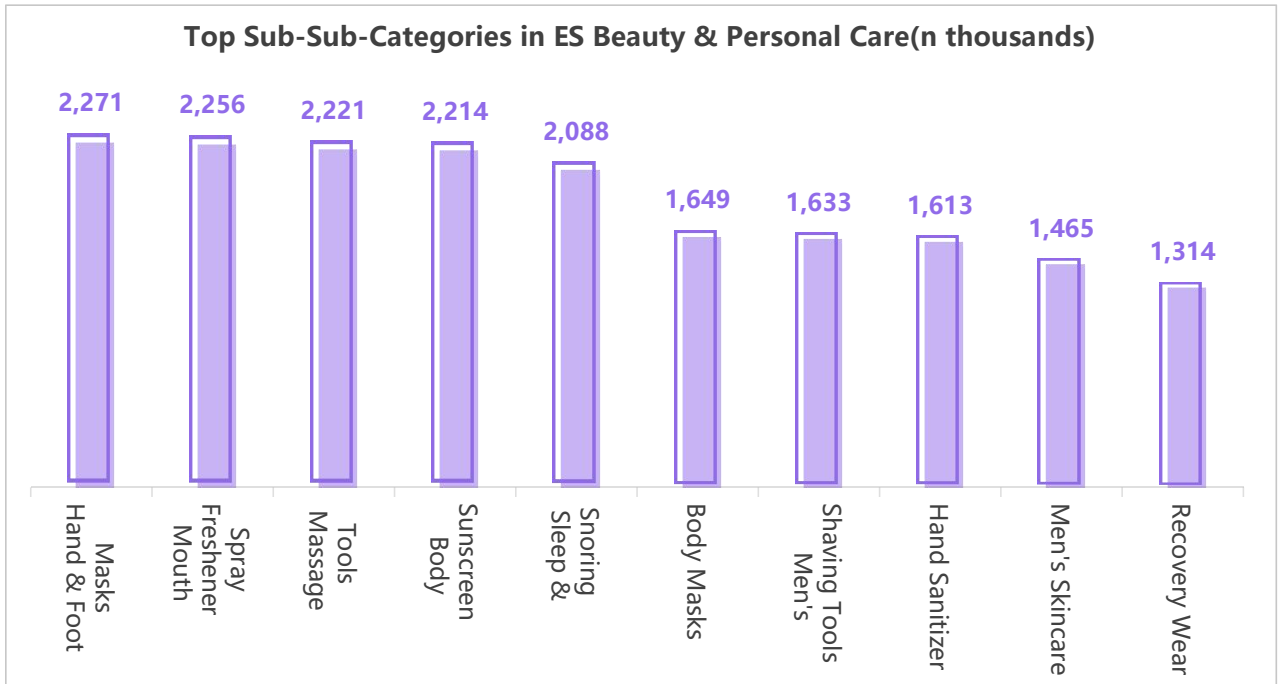
- Product sales volume correlates strongly with GMV, nearing 20k units at the highest;
- Over 80% of stores adopt a focused product strategy with fewer than 50 SKUs;
- Average prices are concentrated, with over 70% in the \$20-30 range, and the highest exceeding \$70.

Past 5-Month Sales & ASP for Top 10 Beauty&Personal Care Sellers

Shop	GMV (\$)	Sales Volume (K)	Product Quantity	Price (\$)	Peak Sales Timing
LONKOOM.ES	300-400K	19	41	19.74	Apr-2025
Landot-ES	300-400K	9	5	37.30	May-2025
viutycosmetics	150-200K	6	8	48.74	Apr-2025
GETMOD ES	100-200K	4	25	33.02	Apr-2025
Blankea	100-200K	5	4	26.06	Apr-2025
L'Oréal Paris ES	50-100K	5	51	29.50	Apr-2025
susnen health	50-100K	4	45	20.62	May-2025
Gudslip	50-100K	1	18	74.45	May-2025
CrystalArmor.	50-100K	6	26	9.97	Apr-2025
HOLA PRINCESA	50-100K	3	5410	19.74	Apr-2025

ES Market-Beauty&Personal Care

Body Care Leads Diversified Subcategories Care & Hair Products Top Recent Sales



Top 3 Best-Selling Beauty & Personal Care Products (Past Month)



Perfume

Shop: Sttes ES
 Price: \$29.06
 Sales: 1.4K
 GMV: \$32.09K
 Influencers: 351
 Videos: 436



Facial Serum

Shop: Neoxoma
 Price: \$51.28
 Sales: 1.4K
 GMV: \$31.14K
 Influencers: 51
 Videos: 90



Hair Botox

Shop: viutycosmetics
 Price: \$37.76
 Sales: 111.1K
 GMV: \$556.78K
 Influencers: 815
 Videos: 2.1K



MEX Market

Annual Performance and Trend Analysis:
Beauty&Personal Care Category

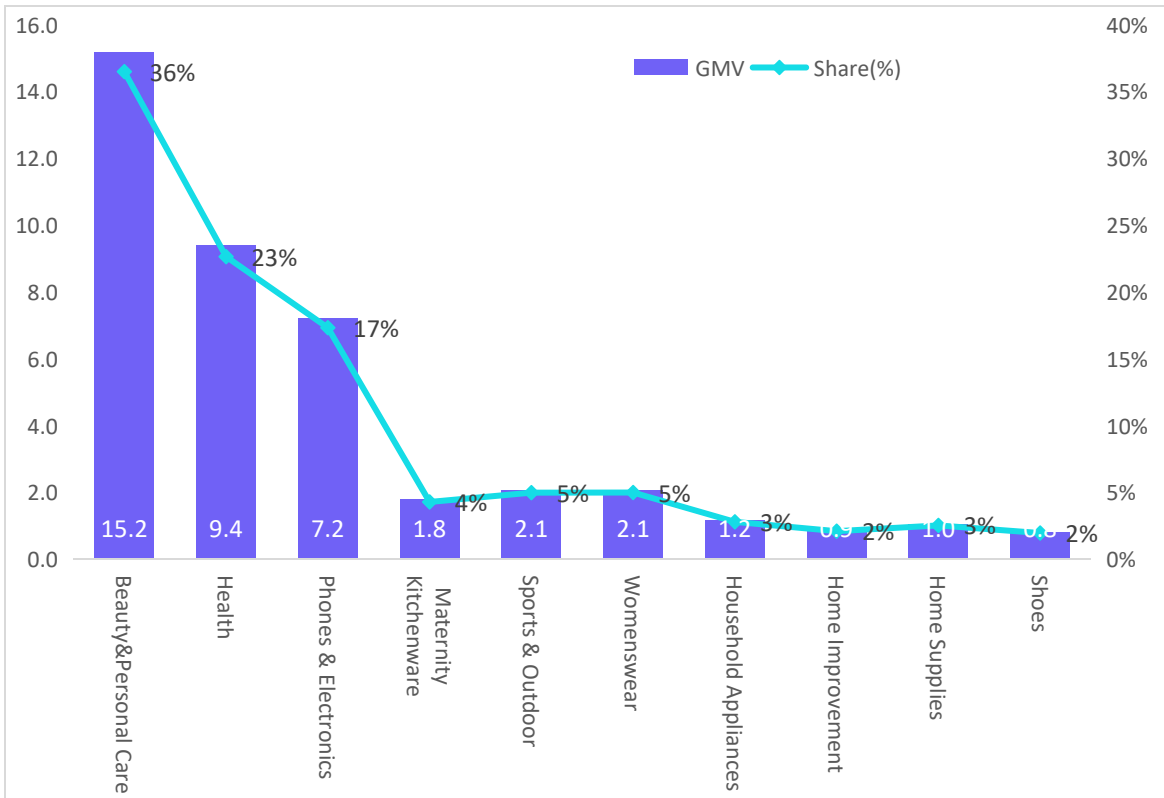


CHAPTER FOUR

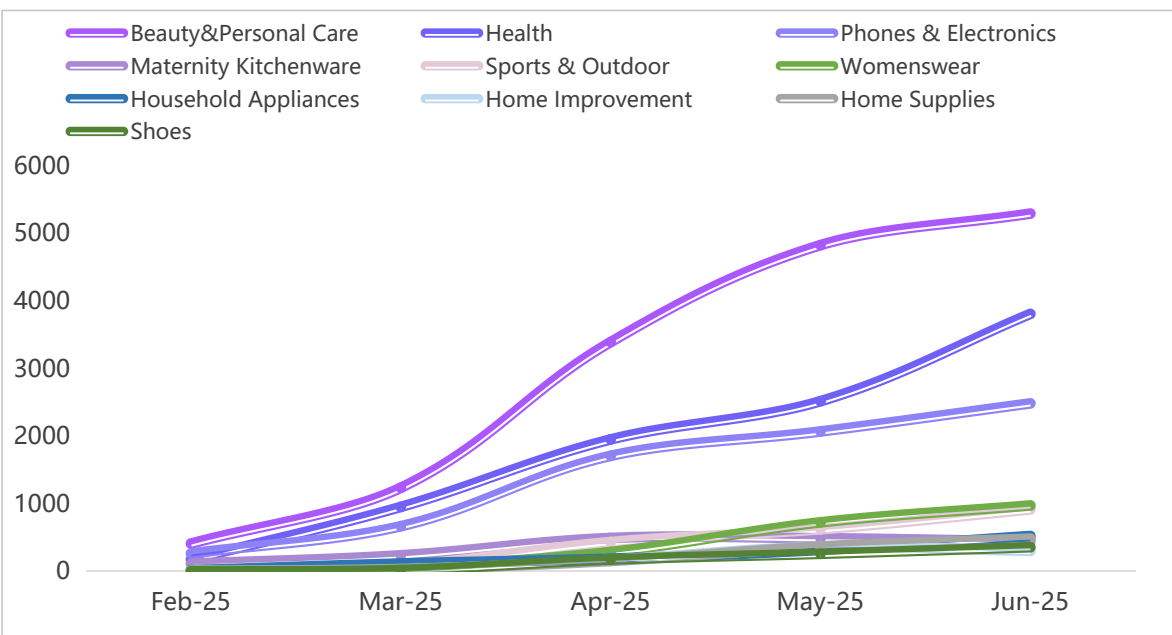
MEX Market-Top Top 10 Categories Performance

Top 10 Categories Show Rapid GMV Growth Beauty & Personal Care Leads with 36% Share

Top 10 GMV in MEX Market Past 5 Months (USD Millions)

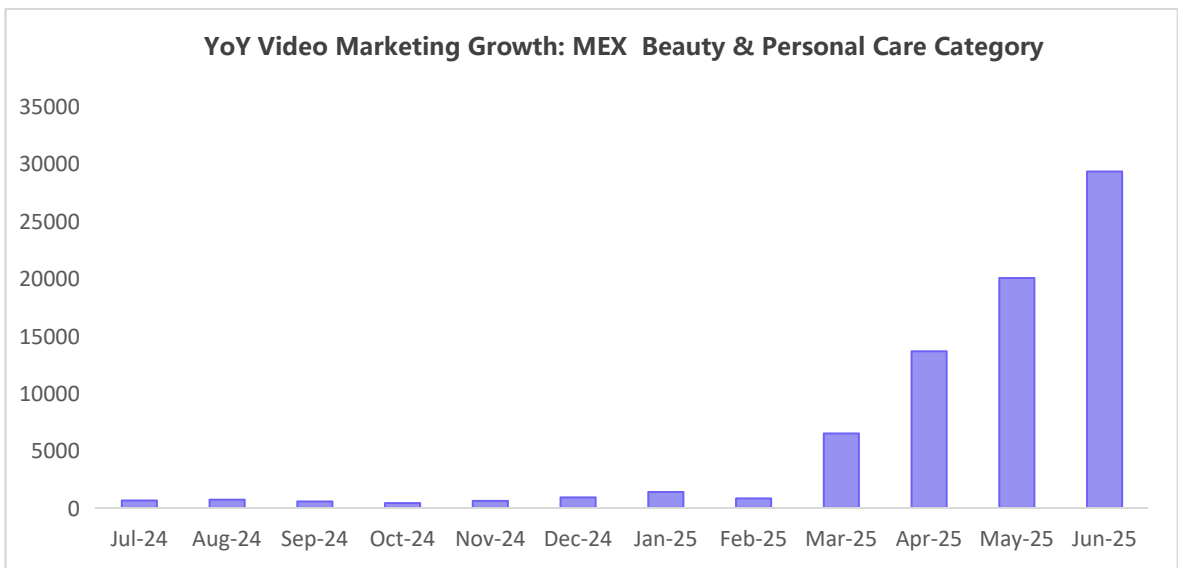
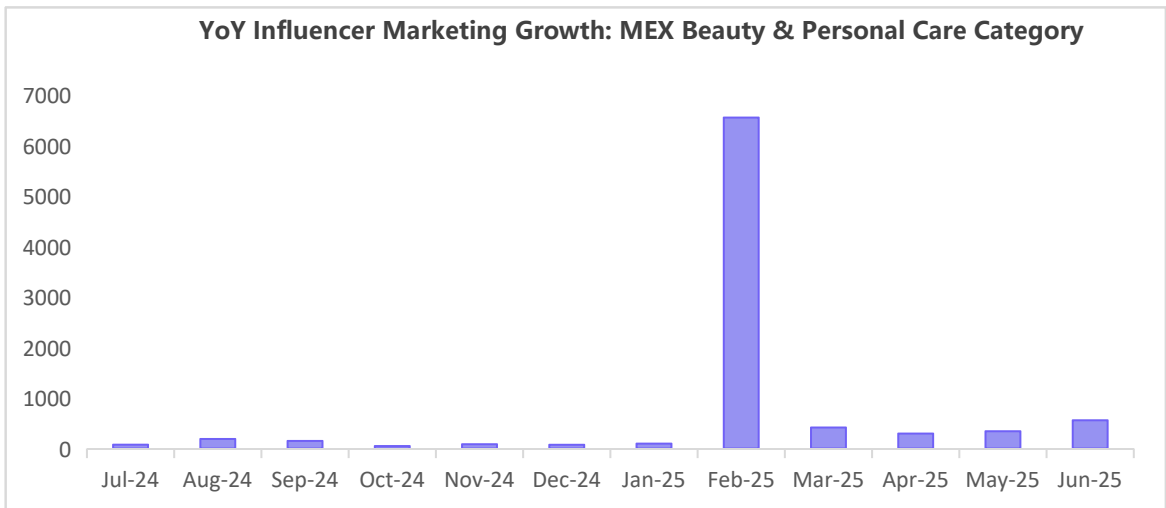
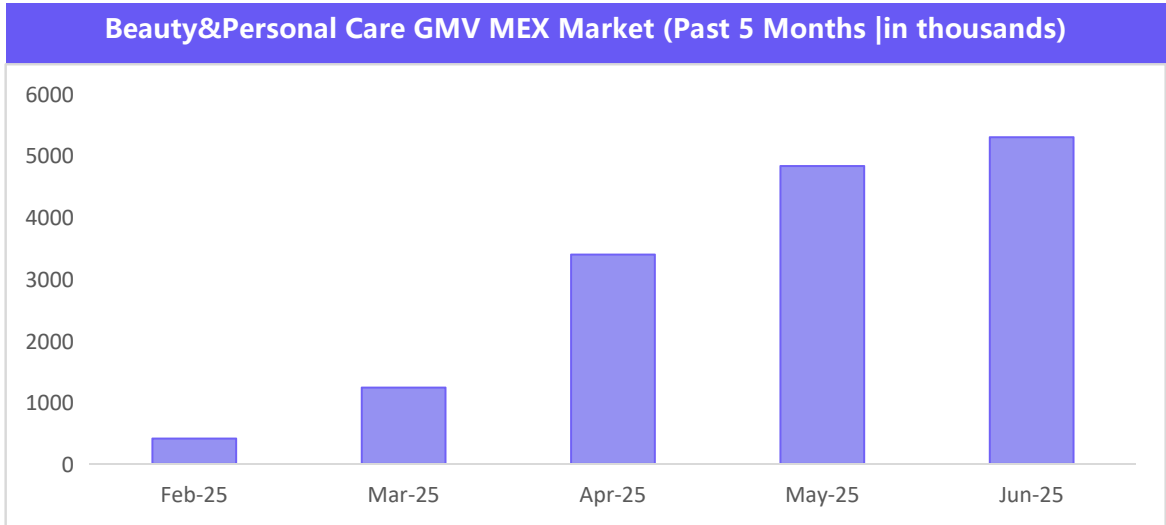


Monthly Performance of Top 10 Categories: MEX Market (Past 5 Months) In thousands



MEX Market-Beauty&Personal Care Marketing Strategy

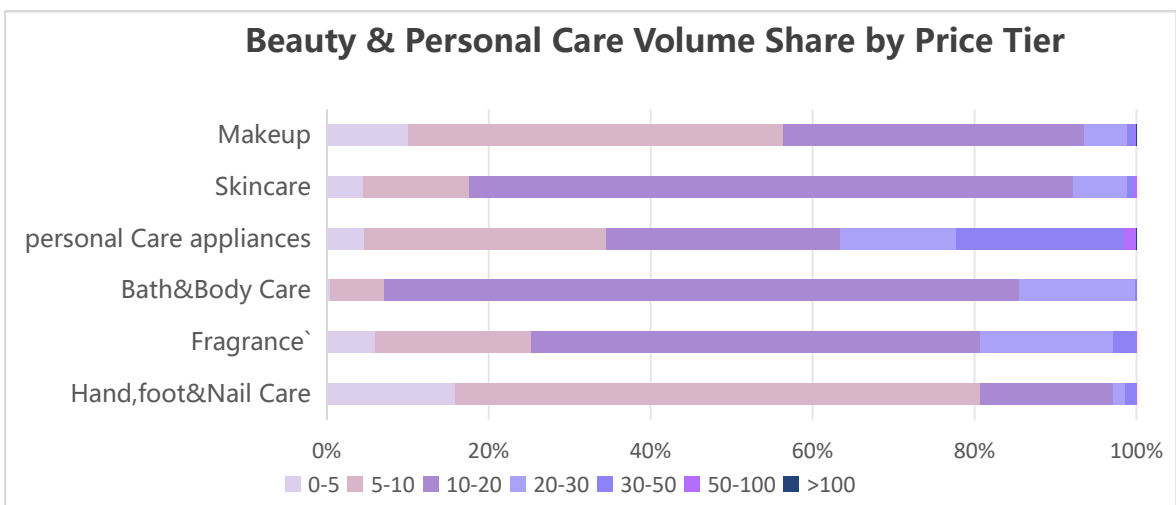
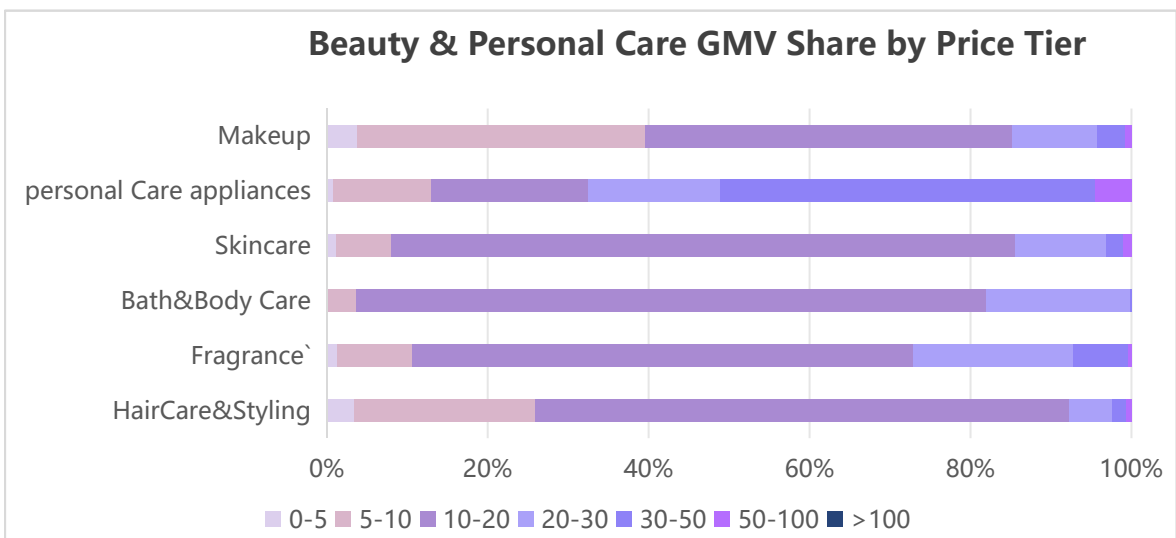
Mexico Rapid Initial Growth with \$5.3M Peak, Influencer Videos Spike then Decline



MEX Market-Beauty&Personal Care

Subcategories: Price Concentration in \$10–20 Tier Sales Volume Focused in \$10–20 Range

- ◆ In Mexico's beauty & personal care sub-categories, the top 3 segments—cosmetics, beauty appliances, and skincare—account for 75% of total GMV. Price distribution shows core categories highly concentrated in the \$10–20 range (60–70% share), while beauty appliances exhibit balanced pricing with the \$30–50 tier being the largest, indicating high-value potential.
- ◆ Sales volume for cosmetics, skincare, and appliances reached 720k units, representing 75% of total transactions. Products under \$20 were most popular, with hand-foot-nail care exceeding 80% in the \$5–10 range, highlighting budget-focused consumption.



MEX Market-Beauty&Personal Care

SMBs Form Oligopoly with \$150K Top 10 Threshold

Average price clustered in \$10–20 range

Top 10 stores establish oligopolistic tier structure

- Top 10 beauty & personal care SMBs show emerging oligopoly: Top 3 stores achieved \$900K–\$1.4M sales, doubling No.4 and forming an initial moat;
- Stores ranked 4th–10th report sales below \$500K, with narrow gaps suggesting potential ranking shifts.

Price tiers concentrated with focused product strategies

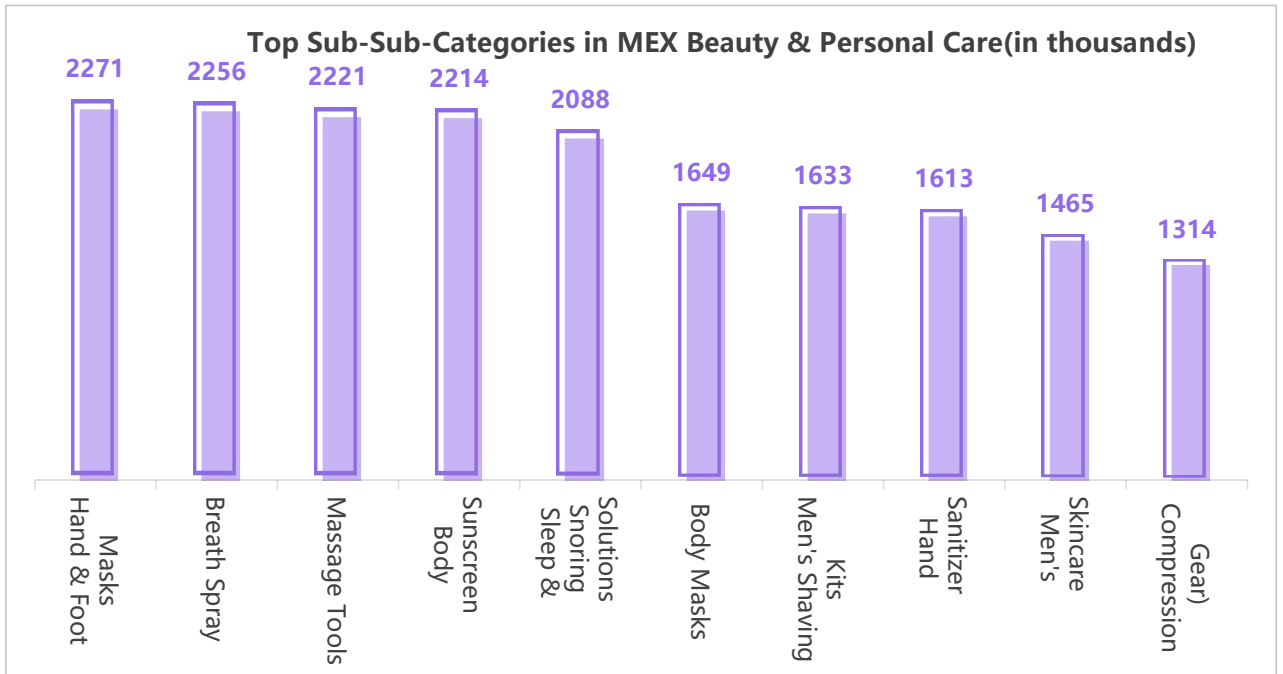
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Past 5-Month Sales & ASP for Top 10 Beauty&Personal Care Sellers

Shop	GMV (\$)	Sales Volume (K)	Product Quantity	Price (\$)	Peak Sales Timing
QUARXERY MEXICO	1.3-1.4M	73	6	8.87	May-2025
SACE LADY MX	1-1.1M	116	61	13.71	May-2025
Wavytalk MX	0.9-1M	22	7	47.85	May-2025
Tienda oficial B&Qaugen	0.5-0.6M	36	27	13.26	May-2025
BEAUTY CREATIONS MX	0.5-0.6M	41	124	13.95	May-2025
Maxlife.MX	0.2-0.3M	42	89	6.17	May-2025
WEUD MX	0.2-0.3M	23	9	12.08	May-2025
Vogirlog Oficial	0.2-0.3M	18	29	15.37	Apr-2024
Sinless Beauty	0.15-0.2M	17	45	13.45	Apr-2024
Lonkoom.MX	0.15-0.2M	9	20	21.49	May-2025

MEX Market-Beauty&Personal Care

Body Care Leads Diversified Subcategories; Care & Hair Products Top Recent Sales



Top 3 Best-Selling Beauty & Personal Care Products (Past Month)



Blowout Boost

Shop: Wavytalk MX
 Price: \$48.16
 Sales: 29.8K
 GMV: \$213.67K
 Influencers: 388
 Videos: 523

5 in 1 Ceramic Curling Wand

Shop: Wavytalk MX
 Price: \$53.52
 Sales: 7.9K
 GMV: \$183.23K
 Influencers: 379
 Videos: 585

Lavender Matte Powder

Shop: viutycosmetics
 Price: \$47.15
 Sales: 7.9K
 GMV: \$123.09K
 Influencers: 295
 Videos: 345