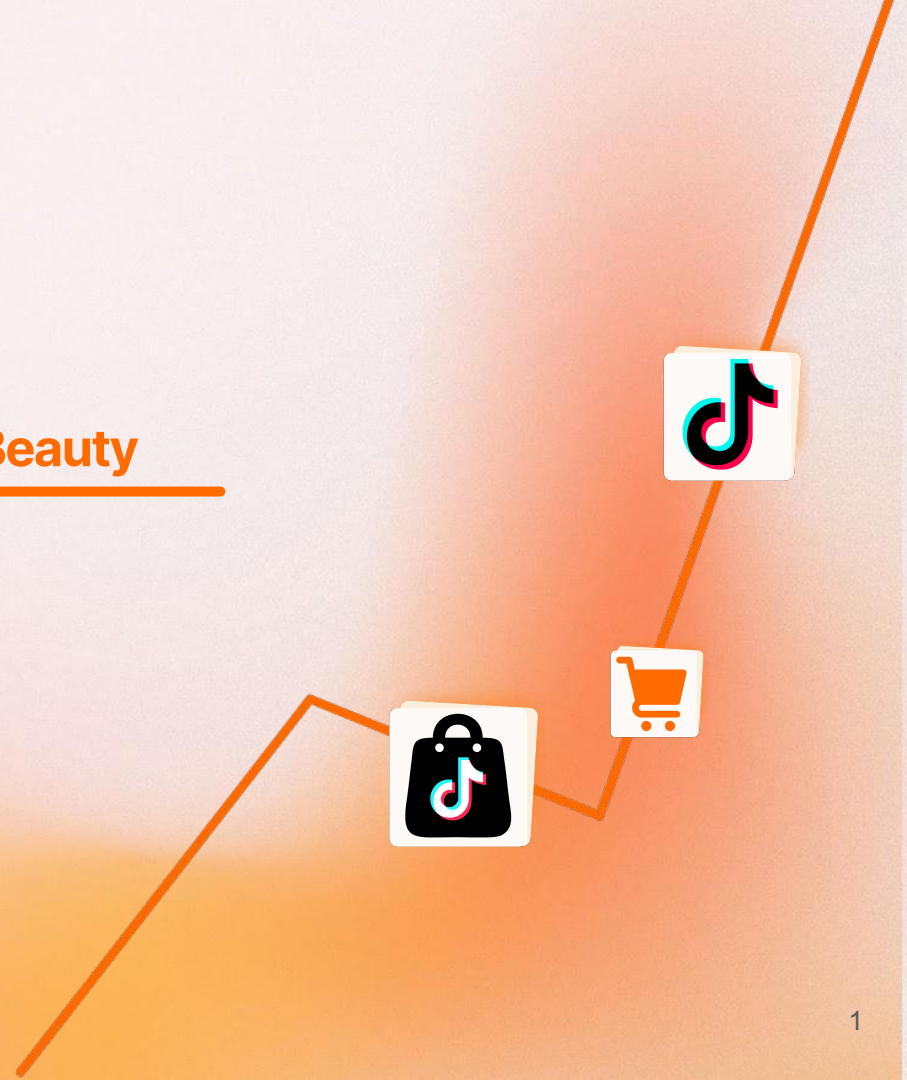


How Social Discovery on TikTok Shop Fuels Omni-Channel Brand Growth in Beauty



February 5th, 2026





Introduction to Charm.io: AI Platform for eCommerce Data Intelligence

Brand Performance & Social Discovery Data that Enables Brands, Retailers & Investors to Discover, Analyze, & Compete





Two Distinct Shifts in Consumer Funnels Are Taking Place

Consumers Navigate to Purchase In New Ways – Whether They are Actively Shopping or Being Influenced to Buy

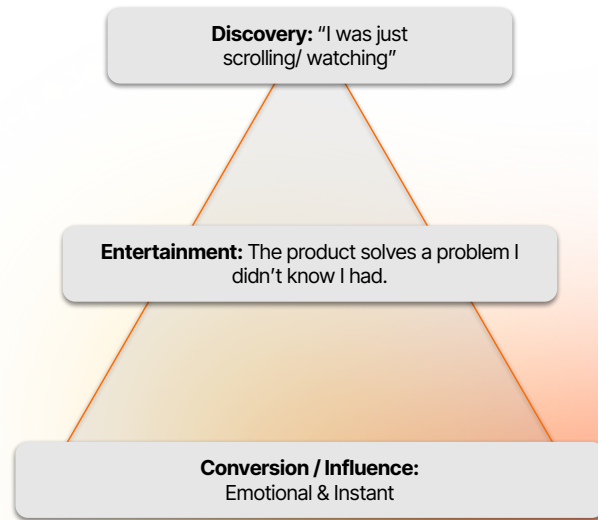
Traditional Search: *The Intent Journey*

Amazon/ Google → GPT's



Social Discovery: *The Impulse Journey*

Social Advertising → Social Commerce (TikTok Shop)

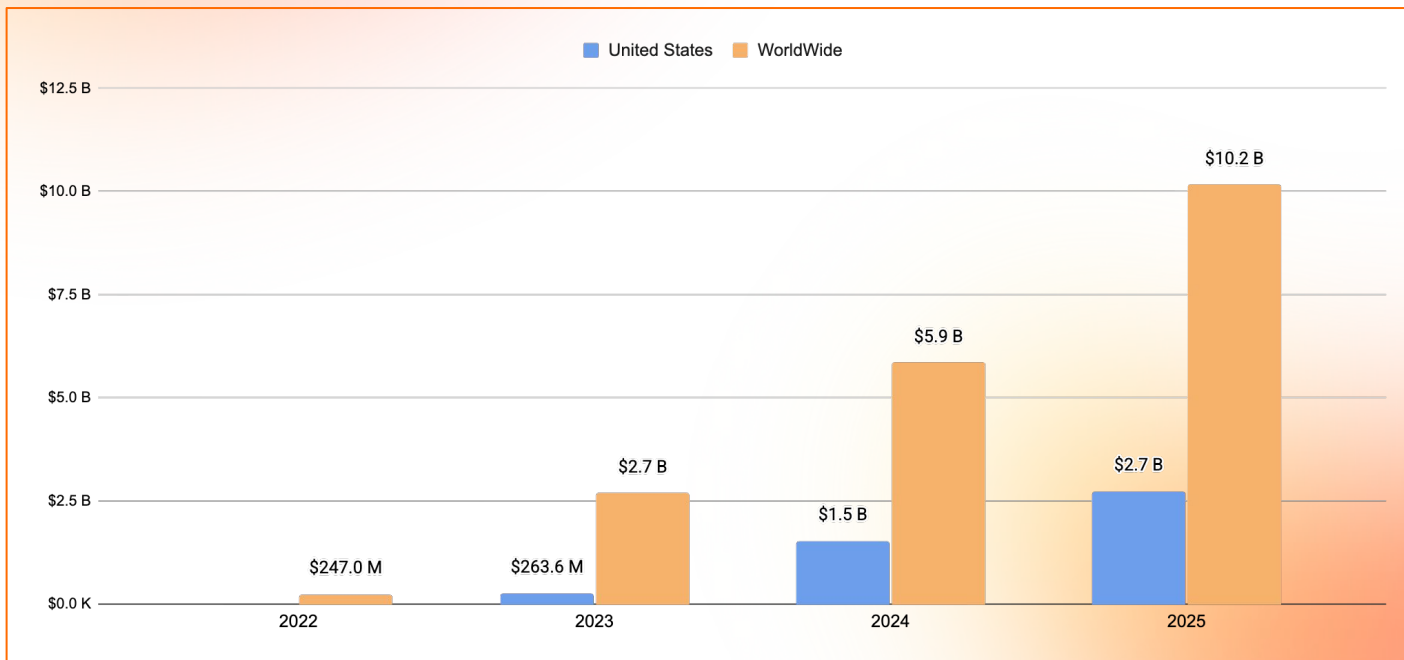




TikTok Shop is the Fastest Growing Beauty Retailer in History

>\$19B in Global Beauty GMV Since Q4 2022 Launch | 2025 U.S. Volume +78% YoY

"Beauty & Personal Care" GMV on TikTok Shop



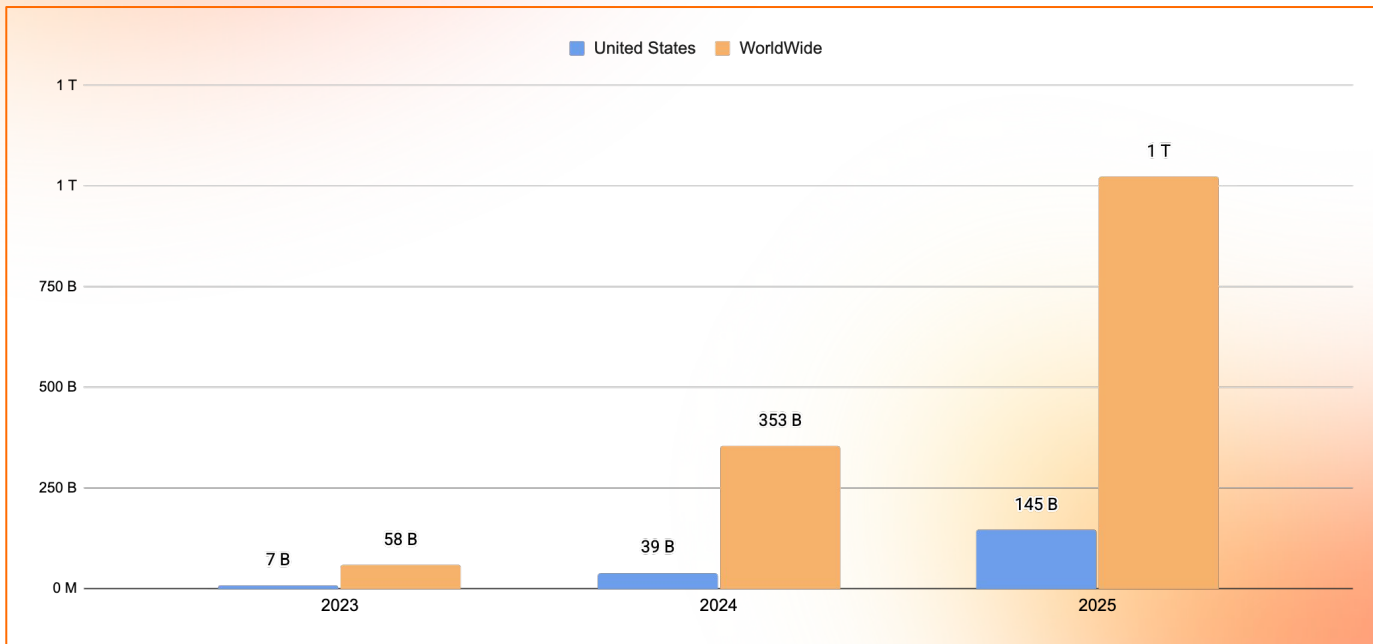
Data from Oct. 2022 - Dec. 2025.
Worldwide TikTok Shop 'Beauty & Personal Care' Category GMV.



... But The Platform's Real Impact Comes From Its Product Discovery Engine

3.7M Beauty Products Generated Exposure via Videos on TikTok Shop in 2025 Globally (338K in the U.S)

"Beauty & Personal Care" Product Video Views on TikTok Shop

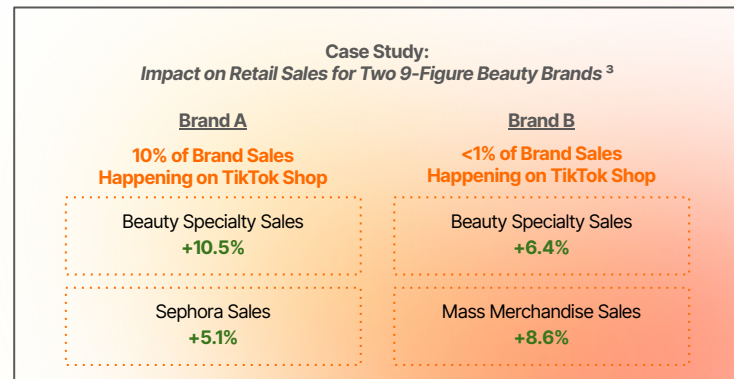
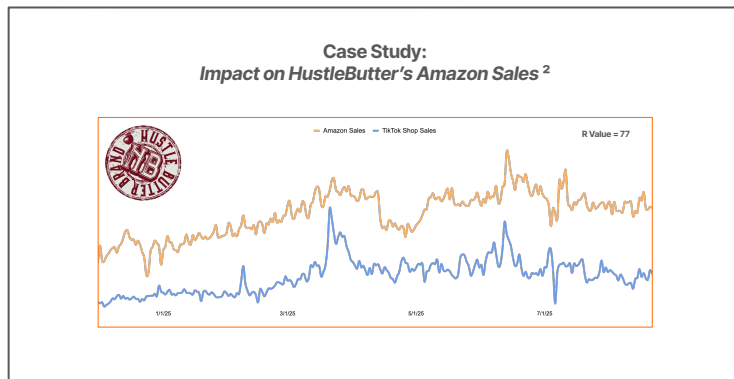


Data from Oct. 2022 - Dec. 2025. 'Beauty & Personal Care' Category.
Worldwide TikTok Shop Product Video Views & Count of Products with at Least One Video View.



TikTok Shop Exposure Drives Off-Platform Channel Sales: The Halo Effect

Demonstrable Uplift in Digital and Brick & Mortar Channels



¹ Data from the BlueBird Group's study: "[Why TikTok is One of Retail's Most Powerful Awareness Drivers](#)". ² Data from Dec. 1st 2024 - Aug. 21st 2025. HustleButter Amazon & TikTok Shop Sales. ³ Data Provided in Partnership with [NielsenIQ](#).



Beauty Brands Realize The Power of TikTok - And are Signing Up in Drove

2025 U.S. Active Beauty Shops +91% YoY | Over 3,000 U.S. Shops Generated >\$50K GMV in 2025

CB Cosmetics Business

Urban Decay makes TikTok Shop debut with Tube Job Tubing Mascara launch

Urban Decay makes TikTok Shop debut with Tube Job Tubing Mascara launch ... You need to be a subscriber to read this article. Click here to find...

3 weeks ago

FC Fast Company

Glossier is joining TikTok Shop

TikTok Shop is quickly becoming Gen Z's preferred way to buy beauty. Fenty, Tarte, and Maybelline have all seen rapid growth on the app.

Jul 7, 2025

C PRWeb

medicube Becomes First K-Beauty Brand to Launch TikTok Shop Super Brand Day in the U.S.

This week-long event promises an immersive shopping experience packed with exclusive discounts up to 80% off, buzzworthy new product launches, live streams, in...

Mar 20, 2025

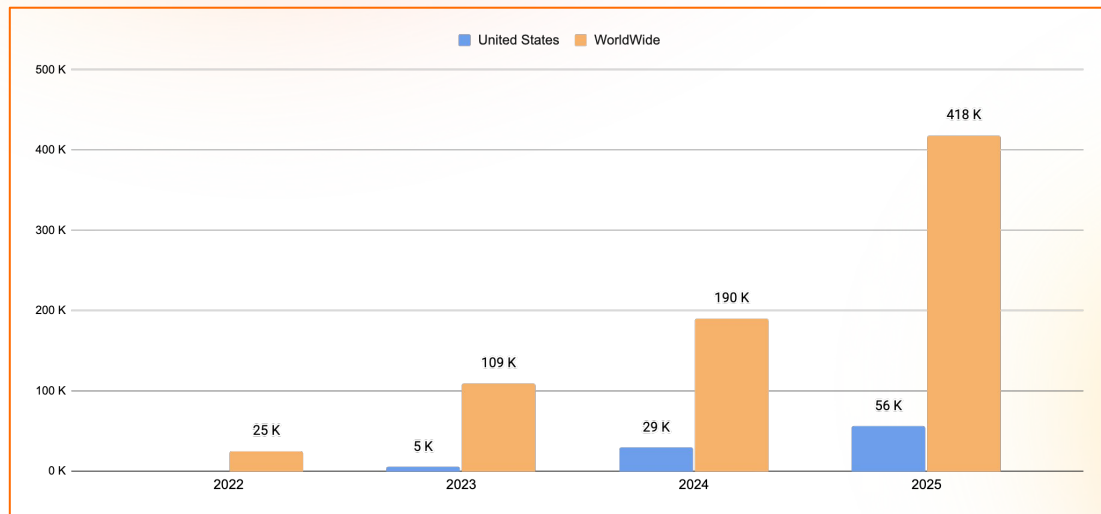
CD Cosmetics Design Europe

P.Louise hits £2m+ sales in record-breaking TikTok Shop Live

Viral beauty brand P.Louise, founded by Manchester-born make-up artist Paige Louise, broke TikTok's UK record by generating over £2 million...

Sep 2, 2025

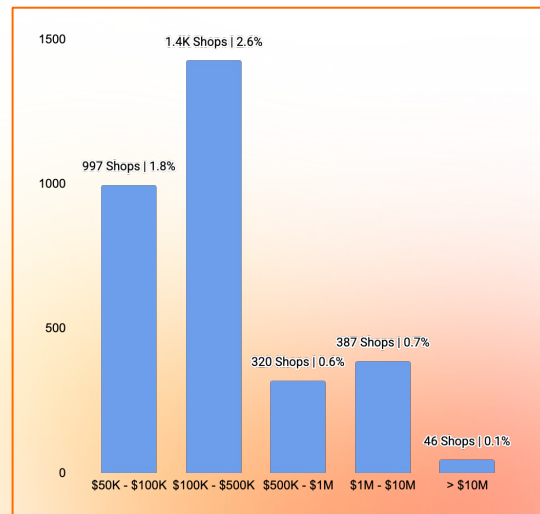
Active Beauty Shops on TikTok Shop



Data from Oct. 2022 - Dec. 2025.

Worldwide TikTok Shop Count of 'Beauty & Personal Care' Shops with at least one Unit Sold in the Year.

US Beauty Shop Counts by 2025 GMV



Data from Jan. 2025 - Dec. 2025.

U.S. Beauty Shops by GMV Threshold.

Top Beauty Shops Maximize Exposure with Extensive Creator Programs



	Shop GMV	Video Views	Creator Affiliates	Top Creator
	\$98.9 M	2.9 B	57 K	 @arielcastillo 118 M Views \$2 M GMV
	\$81.2 M	2.4 B	30 K	 @peytonxblack 95 M Views \$2 M GMV
	\$64.6 M	3.1 B	34 K	 @loganwalter05 182 M Views \$2.1 M GMV
	\$32.4 M	3.3 B	28 K	 @danielleathena 165 M Views \$1.8 M GMV
	\$31.9 M	1.0 B	14 K	 @colorwow.hair 150 M Views \$3.6 M GMV
	\$28.3 M	1.4 B	26 K	 @officialtrenchescowboy 62 M Views \$1M GMV
	\$25.2 M	2.7 B	13 K	 @based 526 M Views \$3.8 M GMV
	\$25.0 M	771 M	21 K	 @arielcastillo 47 M Views \$698 K GMV
	\$23.2 M	1.5 B	20 K	 @torineu04 97 M Views \$1M GMV
	\$22.9 M	629 M	13 K	 @humble_beginnings26 109 M Views \$662 K GMV

Data from Jan. 2025 - Dec. 2025. Top 10 Beauty Shops by GMV in the U.S.



Top Selling Products Span Beauty Categories & Price Points

Each Follows the Three Requirements for Success on TikTok Shop

Three Requirements for Product Success on TikTok Shop

#1

Demo-ability

Easy for Creators to show & demonstrate the benefits.

#2

Fulfillment Elasticity

Can scale volume fast when virality hits.

#3

Overflow Capture

Consumer can buy off-TikTok Shop if they choose to.

\$28.1 M



Medicube
Gentle Skin
Glow Routine

\$84.63

\$22.4 M



Dr. Melaxin
Peel Shot

\$38.45

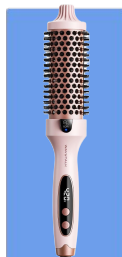
\$15.6 M



Tarte Cosmetics
Colored Clay CC
Undereye Corrector

\$29.72

\$14.3 M



Wavytalk
Blowout Boost
Ionic Thermal Brush

\$32.48

\$13.2 M



Tarte Cosmetics
Concealer
Paw Brush

\$25.58

\$10.8 M



Evil Goods!
Whipped Tallow
Honey Balm

\$28.42

\$9.9 M



Akunbem
Bikini Trimmer
for Women

\$14.71

\$9.1 M



BoomBoom
Nasal Stick

\$13.03

\$8.8 M



Medicube
Glass Glow
Skincare Set

\$74.89

\$8.4 M



Sttes
Perfume 602#
(Caramel Vanilla)

\$18.20

Data from Jan. 2025 - Dec. 2025. Top 10 Beauty Products by GMV in the U.S.

 alex@charm.io

 www.charm.io



Thank You

Please get in touch with any questions.



Book a Demo of Charm.io