The beauty brands TikTok made us buy in 2020

While the cosmetics category may have suffered thanks to COVID - dropping 13%* - some brands benefitted from the TikTok obsession we consumers developed in quarantine as influencers & content creators reviewed their favorite products.

Small beauty brands - take note of what these brands did right! Especially as TikTok seeks to form strategic partnerships with e-commerce platforms like Shopify, this social media platform is a beauty marketer's dream for promoting your product to your target consumer and driving sales, both online and in brick & mortar.

Tree Hut Body Scrub

This became a TikTok favorite after influencers showed off the many ways to use the scrub for shaving and self-pampering. It's also met consumer demand for variety with the release of frequent "scent drops". The #treehut hashtag has earned 18.8M views while the company saw a **65% increase in sales YoY**.

Urban Skin RX

The Urban Skin RX team woke up one fateful morning to find their sales five times higher than an average day. The source of their good fortune was a TikTok influencer that had posted a review of the product that garnered 5M views in under 24 hours. #urbanrx now has 22.5M views, and their **sales have grown 250% since last year**.

Bio Oil

How should beauty brands balance spend between Instagram and TikTok? Bio Oil thought their target audience - pregnant mothers hoping to avoid stretch marks - were on Instagram. That campaign, #loveyourmarks, achieved 2.7K posts, while on TikTok #biooil has reached 8.2M views and **sales have grown 12% YoY**.

Pixi

Small brands have an advantage in some key ways - when you're lean & mean, you can look at the data and act quickly to take advantage of burgeoning channels, product trends and more. Their early drive on TikTok has been a key part of the strategy that has grown their **sales 304% since last year**.

Kiss Impress

As artificial nails increased 46% in sales* this year amidst COVID lockdowns, Kiss Impress made TikTok central to their marketing strategy, sharing content around "ultimate nail hacks" and encouraging consumers to avoid the risk of going out to the nail salon. Their efforts paid off with a whopping 203M views of the #impress hashtag and an **83% increase in sales YoY**.

* Nielsen total FMCG retail data 3/16/19-11/2/19 vs 3/14/20-10/31/20
Brand data is sourced from Nielsen total FMCG retail data, latest 52 wks ending 10/31/2020 vs YA

Learn more about COVID consumption trends in the **full report.**