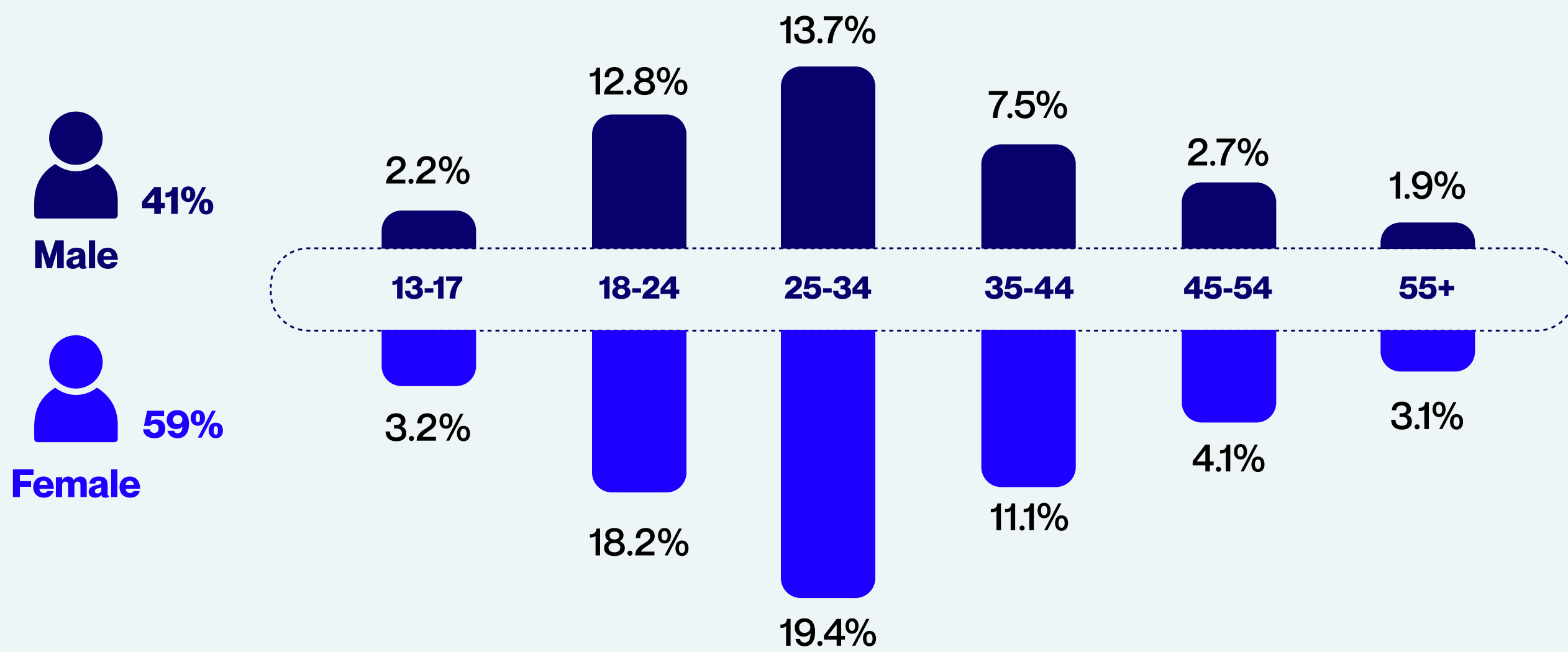


# Beauty

In order to understand beauty consumers, we compare the audience demographics, content preferences, and ecommerce behaviors of the beauty audience on social video.

## Audience



## Content

Year Over Year Views

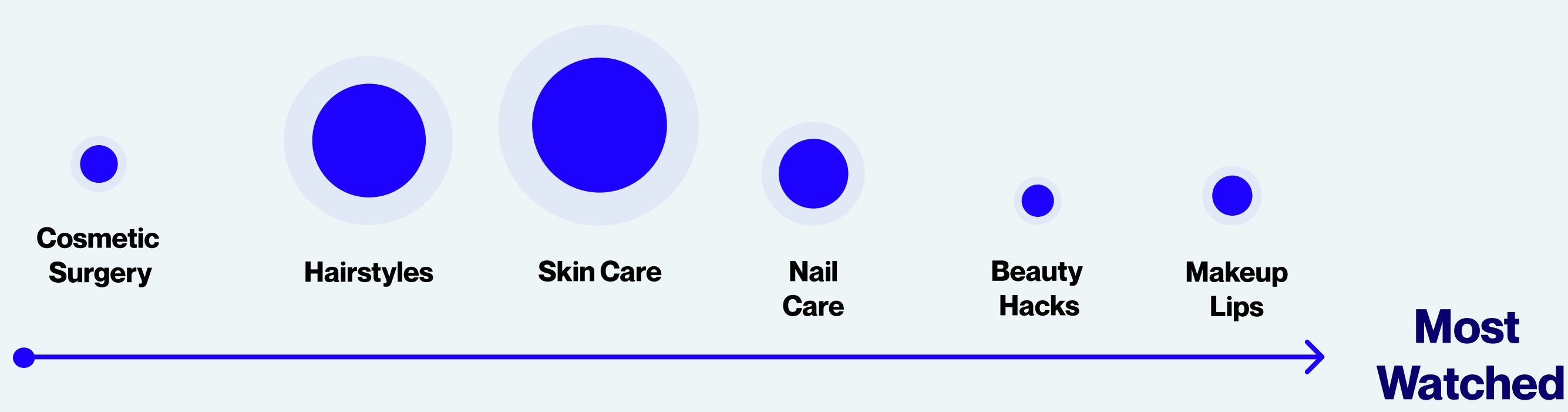
**+30%**

**142B**

Last 365 Days (August 2022)

**109B**

365 Days Year Prior



The size of the dot indicates the number of videos in each category on YouTube. Categories with high viewership and low supply represent areas of opportunity for brands and creators. Data available upon request.

## Behavior

### What they watch:

#### Beauty Content

#### Other Content

- Anti-Aging
- Tanning
- Textured Hair
- K-Beauty
- Beauty Makeovers

- Floristry
- Astrology
- Prom
- Drag Culture
- Haul Videos

### What they buy on Walmart.com:

#### Products

#### Brands

- Setting Powder
- Hair & Scalp Treatments
- Mindful Beauty
- Black Owned Hair Products
- Men's Cologne

- e.l.f.
- CeraVe
- REDKEN
- BURT'S BEES
- RIMMEL

### Websites they visit:

**bloomingdales**  
bloomingdales.com

**magnet BEAUTY**  
beauty.magnet.com

**MODIFACE**  
modiface.com

**REAL TECHNIQUES**  
realtechniques.com

**URBAN OUTFITTERS**  
urbanoutfitters.com

These insights stem from an analysis conducted using Tubular data on thousands of social videos. Behavior data connects social video viewership to ecommerce activity on Walmart.com. Data available upon request.



While some categories are oversaturated, emerging categories like Lips & Beauty Hacks offer new opportunities to engage the beauty consumer with a higher likelihood of success.



Alternative subgenres such as mindful beauty, minority owned hair products, and drag culture highlight an interest in more diverse categories & creators.



Beauty content viewers visit beauty brands websites, but also go shopping online beyond the beauty category for fashion brands like Urban Outfitters and Bloomingdales.

Interested in supercharging your social video strategy?

Get in touch