

TOP OF BEAUTY

JULY'S SOCIAL AUDIENCE LEADERS IN FRAGRANCE



Fragrance audiences split across Instagram and TikTok

July's edition compares the Instagram and TikTok audiences of 25 selected brands active in fragrance. The sample includes main brand, beauty and fragrance-specific accounts, depending on each brand's social presence.

Instagram leader

Jimmy Choo Beauty
13.4M followers

TikTok leader

Victoria's Secret Beauty
9.9M followers



Instagram Audience Leaders

25 selected fragrance-related accounts ranked by follower count

1	Jimmy Choo	13,363,682	11	Diptyque	1,678,689	21	Burberry Beauty	384,387
2	YSL Beauty	12,713,423	12	Kayali	1,617,408	22	Victoria's Secret Beauty	355,000
3	Boss	12,226,614	13	Dolce & Gabbana Beauty	1,014,259	23	Marc Jacobs Fragrances	289,174
4	Bath & Body Works	7,489,181	14	Creed	924,501	24	Oakcha	275,295
5	Chanel Beauty	7,148,773	15	Lattafa	878,190	25	Old Spice	219,000
6	Gucci Beauty	4,271,999	16	Bellavita Luxury	816,000			
7	Clinique	3,787,410	17	Maison Francis Kurkdjian	750,227			
8	Armani Beauty	3,611,461	18	Valentino Beauty	686,947			
9	Jo Malone London	2,532,838	19	Parfums de Marly	673,494			
10	Le Labo	2,017,646	20	Maison Margiela Fragrances	485,950			

TikTok Audience Leaders

25 selected fragrance-related accounts ranked by follower count

1	Victoria's Secret Beauty	9.9M	11	Kayali	473.6K	21	Maison Francis Kurkdjian	78.8K
2	Gucci Beauty	6.3M	12	Marc Jacobs Fragrances	458.8K	22	Burberry Beauty	40.5K
3	Boss	2.9M	13	Parfums de Marly	447.3K	23	Maison Margiela Fragrances	37.1K
4	Valentino Beauty	1.8M	14	Armani Beauty	331.9K	24	Diptique	26K
5	YSL Beauty	1.2M	15	Clinique	270.2K	25	Le Labo	20.8K
6	Bath & Body Works	1.16M	16	Oakcha	247.7K			
7	Lattafa	874.6K	17	Jo Malone London	237.3K			
8	Dolce & Gabbana Beauty	713.9K	18	Old Spice	227.8K			
9	Jimmy Choo	618.5K	19	Creed	127.3K			
10	Chanel Beauty	613.2K	20	Bellavita Luxury	80.9K			

Where platform ranking diverges most

The largest ranking gaps show that audience leadership remains highly platform-specific.

Some brands gain significantly greater relative visibility on TikTok, while others retain a much stronger position on Instagram.

BRAND	INSTAGRAM RANK	TIKTOK RANK
Victoria’s Secret Beauty	#22	#1
Valentino Beauty	#18	#4
Marc Jacobs Fragrances	#23	#12
Le Labo	#10	#25
Diptyque	#11	#24

What stood out this month

Four signals from the July 2026 rankings

01

Instagram preserves established brand scale

The largest Instagram audiences remain concentrated among well-established brands. With **five accounts above 7M followers**, the platform largely reflects brand equity accumulated over time.

02

TikTok creates a separate competitive hierarchy

Victoria's Secret Beauty moves from **#22 on Instagram to #1 on TikTok**, while Valentino Beauty rises **from #18 to #4**. TikTok audience scale is therefore not a direct extension of Instagram leadership, but **a distinct source of brand visibility**.

03

Few brands carry their strength across both

Only six brands appear within the top 10 on both platforms. BOSS stands out as the most consistent performer, ranking **#3 on both Instagram and TikTok**.

04

TikTok's audience hierarchy is more top-heavy

TikTok's top two accounts reach 16.2M followers combined, while the **#10 account falls to 613K**. On Instagram, even the **#10 account remains above 2M**, showing a broader distribution of audience scale across the ranking.

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