

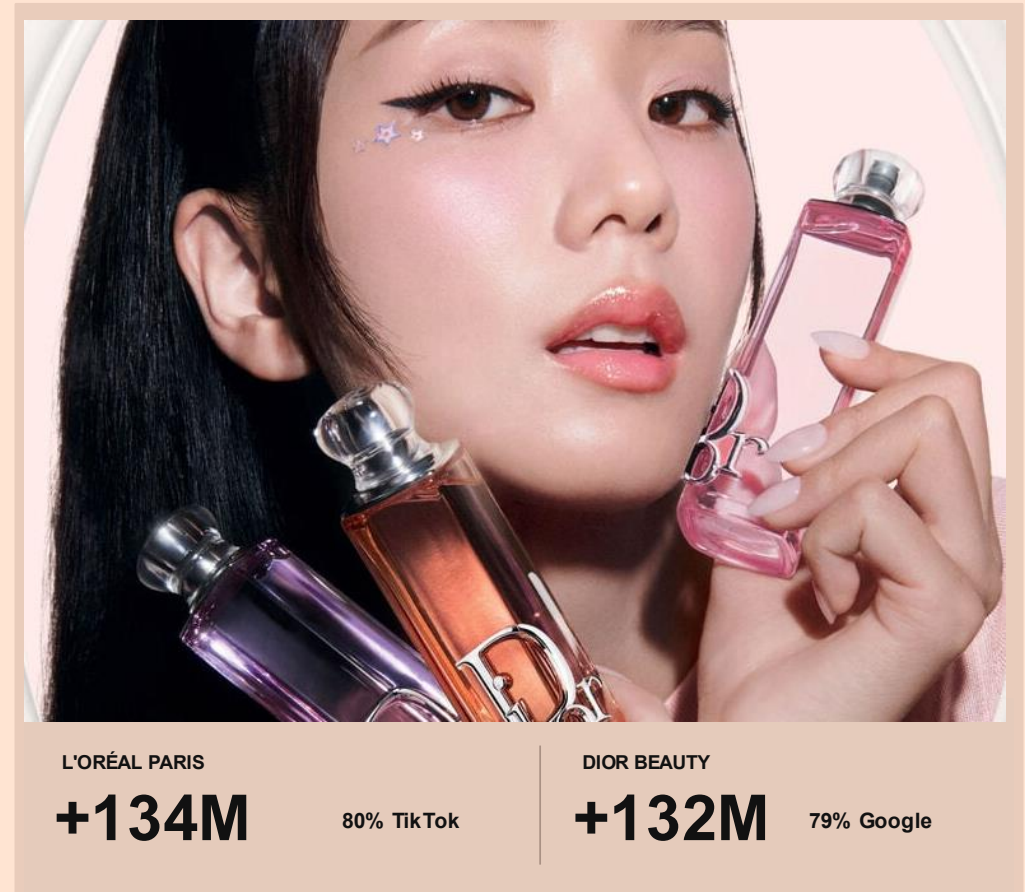
This month's biggest beauty gains are split between TikTok and Google

The eight brands adding the most cross-platform Popularity this month fall into two groups, and price positioning is the clearest difference between them.

Cross-platform Popularity is a normalized measure of consumer interest across Google, TikTok and Instagram.

INSIDE

The month's biggest gainers, the price split behind them, and what it means for platform strategy.

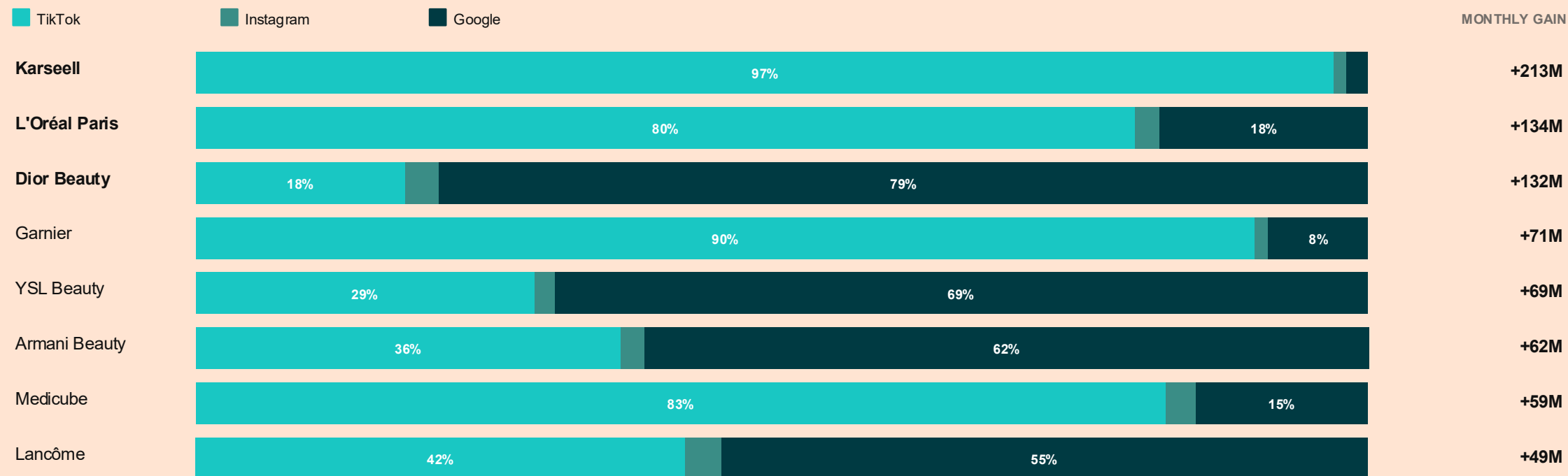


Almost the same monthly gain, built on opposite platform mixes.

Data: Spate Global Beauty Brand export, 30 Aug 2026. Analysis: We Are Aktivists. +134M / +132M = absolute monthly increase in cross-platform Popularity.

The eight biggest gainers have very different platform mixes

Monthly gain shows how much cross-platform Popularity each brand added versus the previous month. The bar shows where that Popularity is concentrated today.



4 TikTok-led

4 Google-led

The monthly gains are evenly split between two very different platform profiles.

Instagram averages 2% of Platform Share in this sample. Platform Share is normalized across Google, TikTok and Instagram; it is not a measure of total reach, media value or strategic importance.

Data: Spate Global Beauty Brand export, 30 Aug 2026. Analysis: We Are Aktivists. Selection = top 8 brands by absolute monthly Popularity gain.

Price is the clearest difference between the two groups

Among the eight biggest gainers, every high-price brand is Google-led. Every low- or mid-price brand is TikTok-led.

TIKTOK-LED

Karseell	97% TikTok	MEDIUM
Garnier	90% TikTok	LOW
Medicube	83% TikTok	MEDIUM
L'Oréal Paris	80% TikTok	LOW

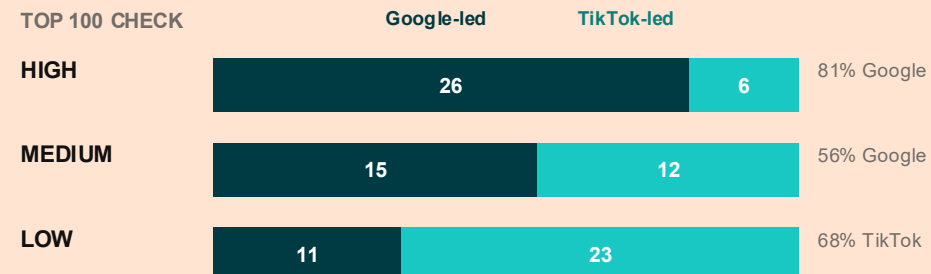
GOOGLE-LED

Dior Beauty	79% Google	HIGH
YSL Beauty	69% Google	HIGH
Armani Beauty	62% Google	HIGH
Lancôme	55% Google	HIGH

This is not just an eight-brand coincidence

Among the Top 100 beauty brands with a known price tier (n=93), the same relationship is still visible:

High-price brands skew strongly toward Google; low-price brands skew toward TikTok. Mid-price brands are much more mixed.



Data: Spate Global Beauty Brand export, 30 Aug 2026. Analysis: We Are Aktivists. Top 100 ranked by average monthly Popularity; price tiers are relative to category peers.

Why might lower-priced brands skew to TikTok while prestige skews to Google?

Our analysis shows the pattern. External research helps explain the consumer behaviors that fit each platform.

TIKTOK-LED

TikTok makes product proof easy to see

Short-form video works especially well when a benefit can be shown quickly: application, texture, routine, before/after or a visible result. McKinsey notes that products with clear, visible outcomes translate particularly well into short-form content.

30% of 1,050 US beauty shoppers surveyed by Tinuiti said they purchase beauty products through TikTok Shop.

Why it matters: discovery and purchase can happen in the same environment.

Example: Medicube was the #1 beauty brand on both Amazon and TikTok Shop in Q1 2026.

GOOGLE-LED

Google captures active brand and product research

Search is where consumers deliberately look up a product or brand, compare information, check availability or validate a choice.

In this month's sample, all four Google-led movers are high-price brands.

42% of the same Tinuiti sample searched for the product or brand on a search engine while evaluating a beauty product in-store.

Why it matters: search remains a validation layer even close to purchase.

Analysis: We Are Aktivists. Data: Spate. Context: McKinsey, State of Beauty 2026; Tinuiti, 2026 Beauty Marketing Study (1,050 US beauty shoppers, Mar 2026). External research is used to interpret the pattern, not to establish causality.

What this means for beauty brands

Platform Share is not a scorecard. It shows where consumer interest is strongest, and therefore which part of the journey a brand needs to execute especially well.

IF THE PRODUCT IS EASY TO DEMONSTRATE

Make the proof visible

Show application, texture and result clearly.

Use creators to make the product understandable in seconds, then reduce friction from content to purchase.

IF THE PURCHASE NEEDS MORE RESEARCH

Win the search after the campaign

Make product details, claims, price, availability and retailer pages easy to find.

Social can create desire; search has to answer the next question.

FOR EVERY BRAND

Use the split as a diagnosis, not a ranking

A 90% TikTok profile is not inherently better than an 80% Google profile.

The useful question is whether the mix fits how people discover and evaluate the product.

The question is not which platform “wins” beauty. It is whether the brand is strongest where consumers naturally discover, research and buy its products.

The Beauty Insider

Monthly intelligence on beauty conversations, consumer signals and emerging market narratives.

WE ARE AKTIVISTS The beauty-first creative think tank

We are the first ecosystem of creative agencies specialized in the beauty sector. The first creative think tank focused on professionals and brands leading the industry.

With international reach, we strategically lead the value chain of creative services in the beauty, cosmetics, and fragrance sectors.

Our ecosystem of agencies delivers coordinated, tailored, and highly specialized solutions across every area of the value chain. Our unique expertise puts you one step ahead of the market & competition.

Be an Aktivists and get your customer in love with you.



The Beauty Insider
Brand, product, customer and
trends consultancy



Aktiva
Packaging & Branding creative
design agency



Kulture
Digital, Social & Influencers
creative design agency



Aktiva Talent
Coach & team building for beauty
executives