The Ultimate Guide to Celebrity Beauty Brands, Volume 2

The enduring impact of celebrity brands on the US beauty industry

NielsenIQ Beauty Vertical

In collaboration with CreatorIQ, Dash Hudson, and Spate

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Celebrity beauty shows no sign of slowing

Celebrity-founded beauty brands continue to be big business. Collectively, this set of brands has surpassed $1B in sales, and are growing at a whopping +44% year over year. Consumers continue to vote with their wallets, and are seeking out brands that help them feel connected with the favorite stars.

While brand launches slowed in 2023, celebrity beauty is seeing a new momentum in 2024. We are seeing a new rise of ‘A-list’ celebrities launching their own brands. From Beyonce and Lebron James, to Dwayne Johnson and Nicki Minaj, the beauty industry continues to remain an attractive area for megastars to diversify their business ventures, while also connecting on a personal way with their most valuable fans and consumers.

But that doesn’t mean it’s an easy road, for every rising brand, we are seeing another that has not quite hit the mark. Whether it’s an issue with distribution, product performance, or even founder fit, celebrity brands are challenged with the same obstacles facing brands of all sizes. It is starting to become clear which brands have a chance of being around for the long term, and which brands may start to be phased out.

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Celebrity brand launches have slowed in 2023 in 2024 the industry welcomes A list founders

Up to 2020	2021	2022	2023	2024
33 launches	19 launches	18 launches	6 launches	8 launches as of March
Rare Beauty	Hey Humans	rhode	Loved01	Cécred
frenshe	KINLÒ	SKKN	Sweet July Skin	The Shop
PATTERN	Billie Eilish	AF94	YSE Beauty	PAPATUI

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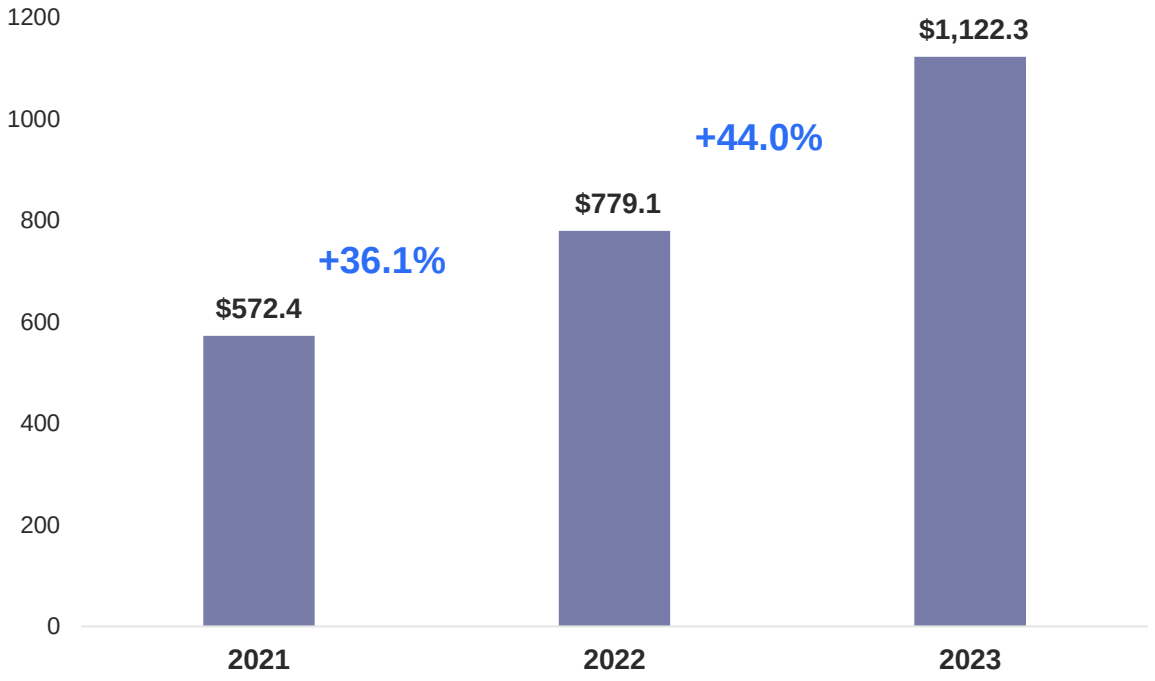
Growth rates steadily increasing for celebrity offerings

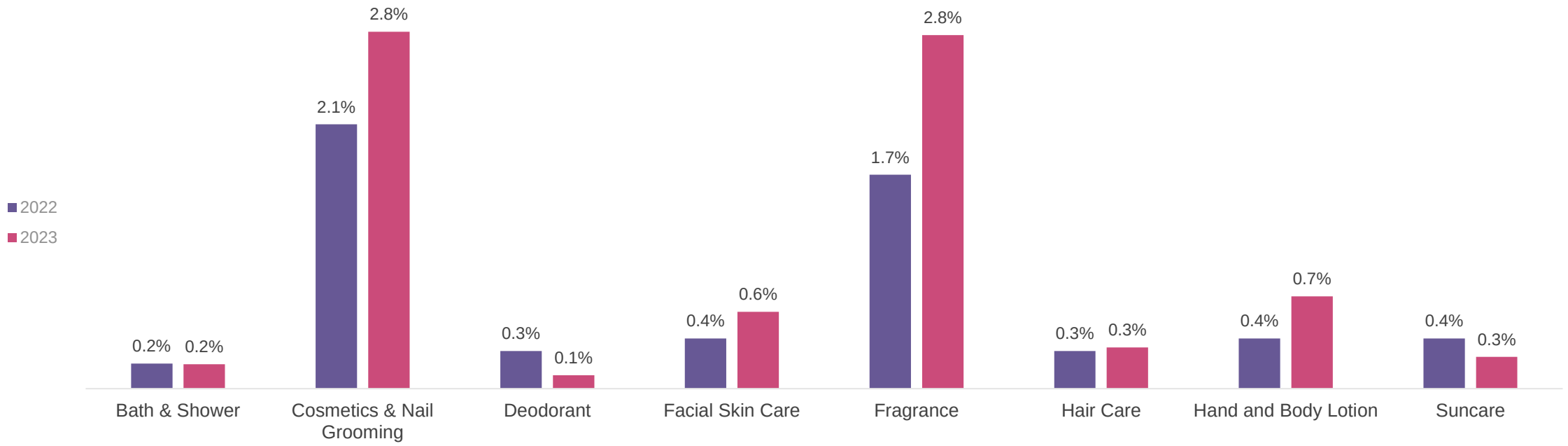
Celebrity Beauty Brands Dollar Sales (M)



Source: NielsenIQ Omnishopper Panel | FY 2023 week ending 12/30/2023 vs YA.

Highest sales concentration in the Cosmetics & Nail and Fragrance categories

Category $ share of celebrity categories



#1 Celeb brand based $ sales								
	HONEST	Rare Beauty	Hey Humans	FENTY SKIN	Ariana Grande	PATTERN	FENTY BEAUTY	FENTY SKIN
	frenshe*	FENTY BEAUTY		HONEST	Bilie Eilish	HONEST	HONEST	Kinlo

Source: NielsenIQ Omnishopper Panel | 12 months through 12/30/2023 | Health & Beauty Care
* New Brand

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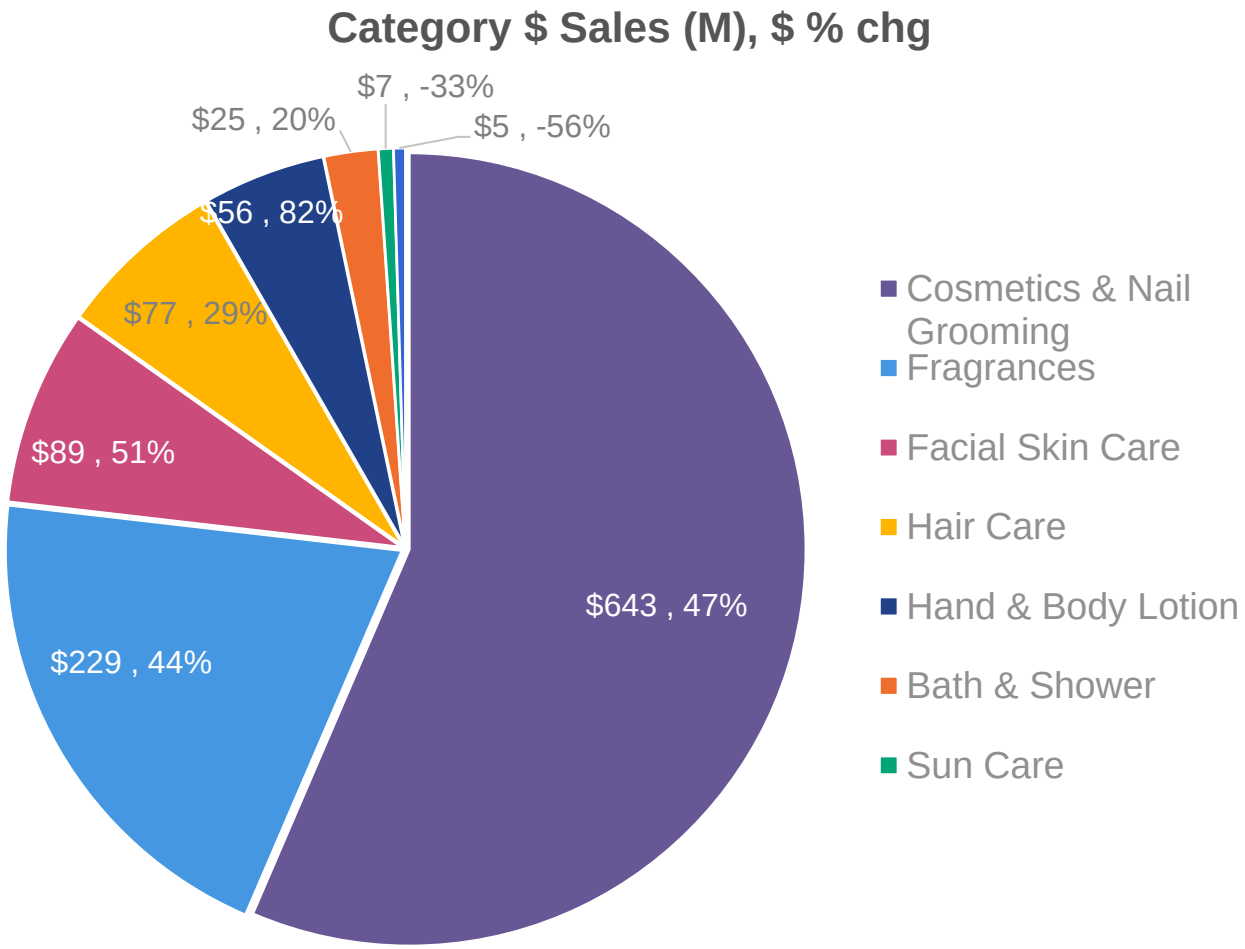
Cosmetics and Fragrances represent the biggest portion of Celebrity beauty sales, and deliver the strongest growth



Source: NIQ Omnishopper, Total Omni Retailers, 52 we 12/30/23

Online sales growth outpacing In Store, widening the gap between channels

Where?	**53%** Of celebrity beauty sales happen **online**	**47%** Of celebrity beauty sales happen **in store**
Who?	**6.5%** Of US Households have purchased celebrity beauty **online**	**12%** Of US Households have purchased celebrity beauty **in store**
How Much?	**$72** Avg celebrity beauty spend per year **online**	**$35** Avg celebrity beauty spend per year **in store**

Source: NielsenIQ Omnishopper Panel | FY 2023 week ending 12/30/2023 vs YA.

Thank You!
For more information, get in touch!

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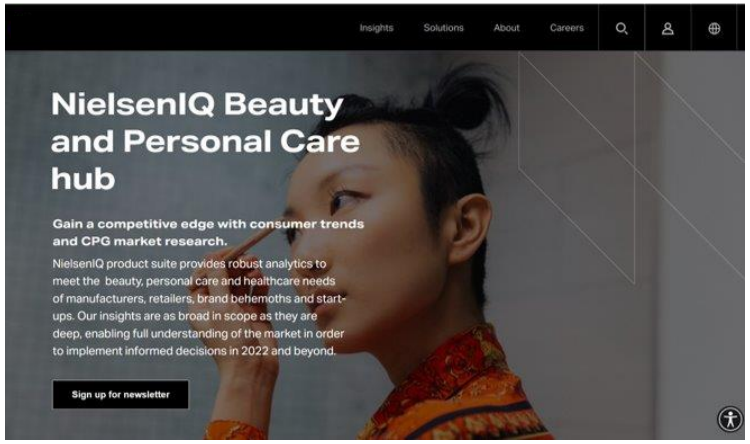

https://niq.com/beauty

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