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

April 2024

© 2023 Nielsen Consumer LLC. All Rights Reserved.

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.

© 2023 Nielsen Consumer LLC. All Rights Reserved.

The State of Celebrity Beauty

© 2023 Nielsen Consumer LLC. All Rights Reserved.

Celebrity beauty brands featured in this report

About-Face *Halsey*	**Dolly Parton Fragrance** *Dolly Parton*	**Henry Rose** *Michelle Pfeiffer*	**Kora** *Miranda Kerr*	**R.E.M. Beauty** *Ariana Grande*
AF94 *Halsey*	**Fenty Beauty** *Rihanna*	**Hey Humans** *Jada Pinkett Smith + Family*	**Kylie Cosmetics** *Kylie Jenner*	**Rhode Skin** *Hailey Bieber*
Anomaly Haircare *Priyanka Chopra Jonas*	**Fenty Skin** *Rihanna*	**Honest** *Jessica Alba*	**Kylie Skin** *Kylie Jenner*	**Sweet Tooth** *Sabrina Carpenter*
Ariana Grande Fragrance *Ariana Grande*	**Flawless** *Gabrielle Union*	**Humanrace** *Pharrell Williams*	**Lolavie** *Jennifer Aniston*	**TPH** *Taraji Henson*
Being Frenshe *Ashley Tisdale*	**Florence by Mills** *Millie Bobby Brown*	**Jennifer Aniston Fragrance** *Jenifer Aniston*	**Loved01** *John Legend*	**Victoria Beckham Beauty** *Victoria Beckham*
Billie Eilish Fragrance *Billie Eilish*	**Flower Beauty** *Drew Barrymore*	**Jessica Simpson** *Jessica Simpson*	**Meaningful Beauty** *Cindy Crawford*	
Britney Spears Fragrance *Britney Spears*	**GOLF le FLEUR** *Tyler, The Creator*	**JLO Beauty** *Jennifer Lopez*	**Paris Hilton Fragrance** *Paris Hilton*	
Cher Fragrance *Cher*	**Good Dye Young** *Hayley Williams*	**JVN Hair** *Jonathan Van Ness*	**Pattern** *Tracee Ellis Ross*	
Daily Defense *Michael Strahan*	**Goop** *Gwyneth Paltrow*	**KVD Vegan Beauty** *Kat von D*	**Pleasing** *Harry Styles*	
David Beckham Fragrance *David Beckham*	**Haus Labs** *Lady Gaga*	**Kinlo** *Naomi Osaka*	**Rare Beauty** *Selena Gomez*	

© 2023 Nielsen Consumer LLC. All Rights Reserved.

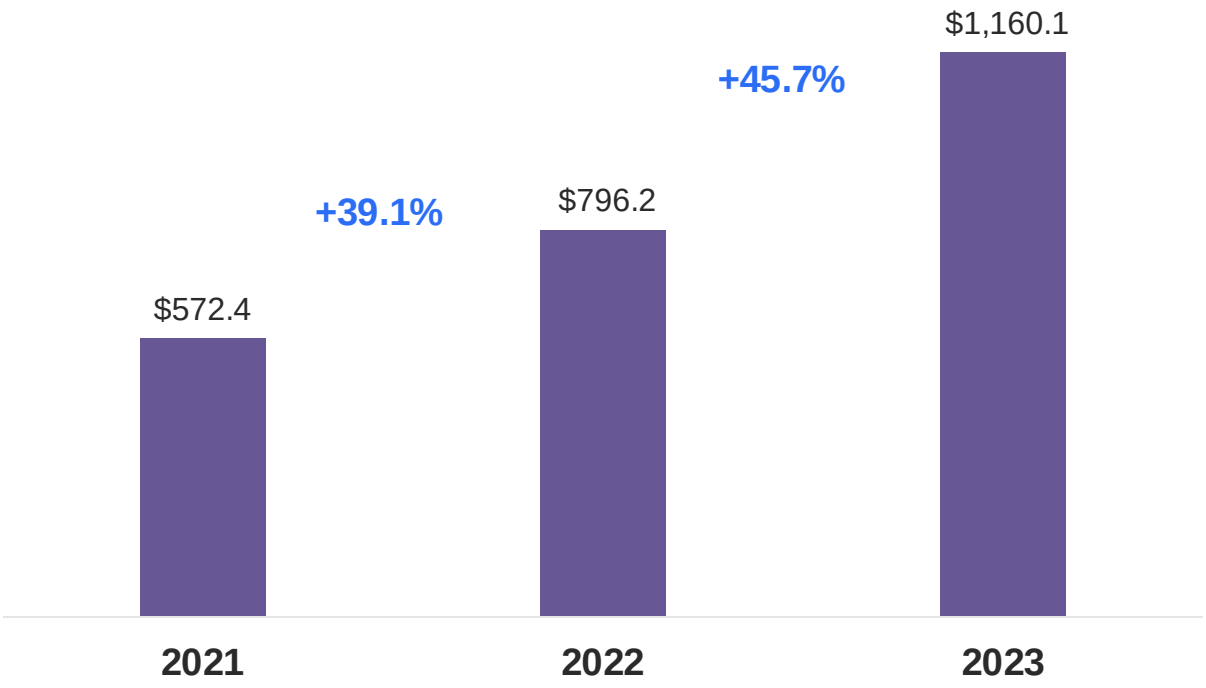
Celebrity brand launches slowed in 2023, in 2024 the industry welcomes A list founders

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	LOVEDOI	CÉCRED
frenshe	KINLÒ	SKKN BY KIM	SWEET JULY SKIN	
PATTERN BY TRACEE ELLIS ROSS	eilish Billie Eilish®	afga	YSE BEAUTY	PAPATUI

© 2023 Nielsen Consumer LLC. All Rights Reserved.

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.

Celebrity Founders find success by living their brand values

Key Attributes:

Involvement

Passion

Commitment

Relatability

Presence

Priority

Authenticity

© 2023 Nielsen Consumer LLC. All Rights Reserved.

Celeb beauty buyers are beauty enthusiasts

Beauty enthusiasts

Celeb beauty buyers spend **$1,003.64** per year on beauty, **1.25X** the average buyer

Growing segment

20.7MM households are purchasing celeb beauty, up **+21.9%** vs. year ago

Source: NielsenIQ Omnishopper Panel; Total U.S., Total Beauty & Personal Care, L52 WE 11-4-23

© 2023 Nielsen Consumer LLC. All Rights Reserved.

Current Celebrity Beauty buyers are comprised of high income, mid-large size households with older children; represent a younger and diverse shopper base

Celebrity Beauty Buyer Demographics

Younger, Middle-Aged Consumers (Ages 18-44)

Diverse Households (Black/African American, Hispanic, Asian)

Mid-Larger households (3, 4, 5+ members), **Kids Age 13-17** present in the HH

High Income Households living in **Pacific and Mid Atlantic Regions**

**Demos where $ over-index (120+)*

Source: NielsenIQ Omnishopper Panel; Total U.S., Total Beauty & Personal Care, L52 WE 11-4-23

© 2023 Nielsen Consumer LLC. All Rights Reserved.

Evaluating Success in Celebrity Beauty

© 2023 Nielsen Consumer LLC. All Rights Reserved.

To analyze the success of celebrity beauty brands, we brought together some of the most powerful data sets in the beauty industry

NielsenIQ Omnishopper Panel provides brand sales and consumer purchase metrics, across the $90B+ US Beauty and Personal care marketplace

Dash Hudson Entertainment Scores, is calculated using Retention Rate and Engagement Rate to measure how well a brand's social videos are entertaining its audience.

Earned Media Value (EMV) is a proprietary metric from Tribe Dynamics, a CreatorIQ company, that quantifies the estimated value of consumer engagement with digital earned media.

Spate analyzes pre-sales data from search and TikTok to capture consumer trend awareness and purchase intent, offering a fresh perspective to spot new trends and reveal consumer aspirations and unmet needs not yet reflected in sales data.

© 2023 Nielsen Consumer LLC. All Rights Reserved.

Celebrity brands can be segmented to better understand their performance

Powerhouse players

These are top ranking brands in dollar sales and buyers, who are also winning in social media. They remain relevant and still have high search volume.

Rare Beauty

FENTY BEAUTY BY RIHANNA

Social media mavens

These brands know how to utilize social media to engage with their followers.

florence by mills

about-face

af94

Soaring stars

These brands have experienced double and triple digit sales growth, along with growing EMV.

eilish Billie Eilish

BEING frenshe

rhode

Online opportunists

These brands have decent dollar sales, but have an opportunity to utilize social to increase engagement

BRITNEY SPEARS

Dolly

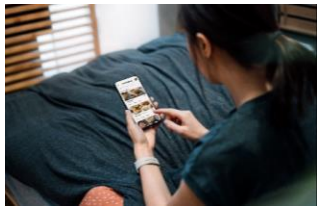
Danger decliners

These brands are seeing larger declines in dollar sales

Anomaly

Hey Humans

FLOWER BY DREW



Watchlist Wonders

These brands have higher EMV and search volume, but their dollar sales have not followed

Pleasing

LOLAVIE

GOLF le FLEUR*

© 2023 Nielsen Consumer LLC. All Rights Reserved.

The Hot List: 6 Brands We're Watching

© 2023 Nielsen Consumer LLC. All Rights Reserved.

Rare Beauty

Jumping to the #1 Celebrity Cosmetics brand position, Rare Beauty has taken over Cosmetics with help from their liquid blushes and authenticity.

Pattern

Pattern Beauty has a line of hair care products for curly hair types designed to help people embrace their hair, all at an accessible price point.

Ariana Grande Fragrances

Ariana Grande continues to put out “chart-topping” fragrances for consumers of all ages and scent preferences.

Being Frenshe

Being Frenshe has skyrocketed their growth in the past few years through their 6 scent collection lines, all while being Target exclusive.

Haus Labs

Since rebranding in 2022 to a cleaner formula and brighter packaging, Haus Labs has established themselves as a top celebrity cosmetics brand.

Rhode Skin

Despite a limited assortment and only DTC distribution, Rhode Skin has seen impressive growth with help from heavy social media investment.

© 2023 Nielsen Consumer LLC. All Rights Reserved.

Final Thoughts

Celebrity brands continue to make an impact on the beauty category, proving that they have staying power and the ability to capture consumer attention just as well as long-standing brands in the industry.

What we can learn from celebrity brands is that it's certainly not as simple as just slapping a star's name on a product. The product, pricing, marketing, and distribution are all just as important in making sure a new brand is a success.

And it's a competitive field. Not all will succeed, but the commonalities that we see among successful celebrity brands are that they are...

Authentic and Aligned. Tell consumers why the brand started and why it's meaningful. The reason for starting the brand needs to be clear and relatable and it needs to tie in with the celebrity's image

Engaging and Interesting. Celebrities have amassed large followings on social media. The most successful brands are using these platforms to engage with their audience and heavily showcase their own products.

Inclusive and Aspirational. Celebrities need to know their audience and make sure their products and marketing are inclusive. Consumers want to see themselves represented in brands.

© 2023 Nielsen Consumer LLC. All Rights Reserved.