

similarweb x statista

TIKTOK: RESHAPING THE FACE OF THE BEAUTY INDUSTRY



TABLE OF CONTENT

01 Intro: TikTok Shop launches in the US 3-8

- What is TikTok Shop, and why is it important right now?
- Timeline of ecommerce activity and growth on TikTok
- Customer profiling and behavior

02 TikTok Beauty shopping 9-13

- TikTok's position vs. other social media platforms for Beauty shopping
- How the Beauty & Personal Care category did during TikTok Shop's launch month
- Diving into live commerce: Most global Beauty sales are via live-stream shopping.
- Holiday Beauty shopping: Black Friday and Cyber Monday in the US and UK
- Spotlight: Beauty consumer behavior during the APAC holiday shopping season

03 The Beauty Landscape and TikTok influence on brands 14-21

- Leading ecommerce players and brands
- Characteristics of leading brands on TikTok

01

INTRO: TIKTOK SHOP LAUNCHES IN THE US



Introduction

The future of ecommerce is here. In September 2023, TikTok launched its highly anticipated ecommerce platform TikTok Shop in the US, rolling out in-app purchasing for all American users. The first reports are optimistic: During its launch, TikTok Shop already ranked in the top 20 Beauty & Personal Care ecommerce companies in the US.

As a result, TikTok became an even bigger ecommerce player than it was. Before the launch of TikTok Shop in the US, UK, and several Asian markets, the company was already profiting from an ecommerce revenue stream thanks to referral links from merchants on their TikTok for Business accounts.

While Beauty & Personal Care is not the top-selling ecommerce category overall, this segment has been one of the first to embrace the advent of social commerce and live commerce. Influencers and celebrities showing off products on social media hold great appeal to young consumers, meaning that Beauty & Personal Care products feel right at home in the TikTok Shop. Indeed, preliminary data shows that a staggering 85% of TikTok Shop sales are in the Beauty & Personal Care category.

This report explores how TikTok became an ecommerce force, its role in the social commerce landscape, and which brands are set to profit from this new shopping channel. Statista and Similarweb combine key figures with raw traffic data to give you all the insights you need to get started on TikTok for Business.

TikTok: A new shopping channel Similarweb version

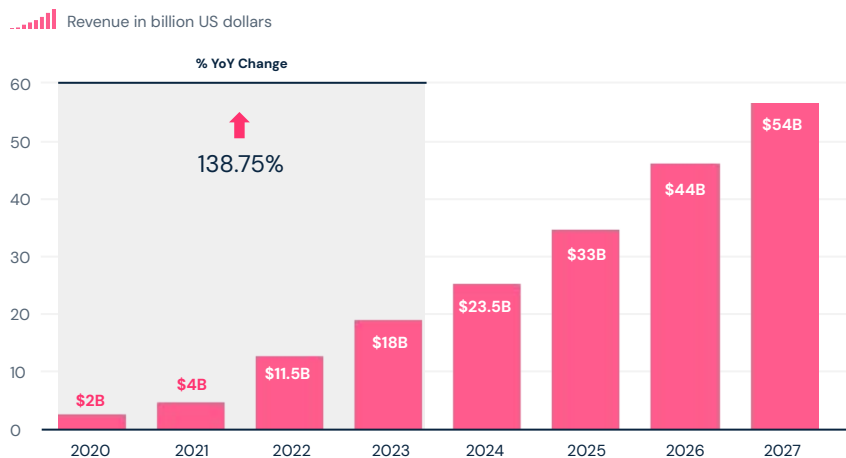
The launch of TikTok Shop US is the latest chapter in a long line of ecommerce efforts by the social media sensation. Three years ago, TikTok first dipped its toes into the ecommerce waters via a partnership with Shopify, massively expanding the number of merchants on the platform. This maneuver was followed by the first TikTok Shop launches in Asia and the UK, with varying degrees of success.

October 2020	Shopify partners with TikTok Merchants can directly link their Shopify stores to their TikTok Business accounts
February 2021	The first TikTok shop launches in Indonesia After the Shopify deal introduced referral link shopping, in-app shopping was first launched in Indonesia, quickly followed by other Asian markets
December 2021	TikTok Shop first launches in the UK The Shop is fraught with problems, including low demand, influencers dropping out, and internal issues
July 2022	TikTok abandons expansion plans After a failed UK launch in 2021 with low consumer demand and influencers dropping out, TikTok's plan to expand the Shop to Germany, France, and the US was abandoned
May 2023	TikTok Shop re-launches in the UK After a failed 2021 launch and scrapped expansion plans, TikTok starts to Beta test its revamped Shop in the UK
September 2023	TikTok Shop launches in the US In-app shopping is rolled out for the entire US market. This allows American users to buy items directly in the app
October 2023	TikTok Shop is banned in Indonesia New government regulations separate social media from ecommerce, thus banning the TikTok Shop

TikTok invested in user acquisition first to monetize its platform with growing advertising revenue

TikTok Advertising Revenue Forecast

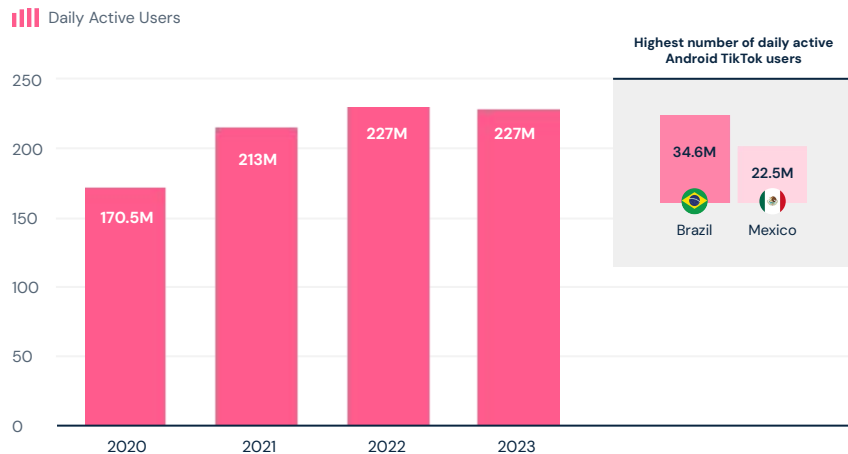
In billion US dollars. Estimated data. Statista estimates using eMarketer data



TikTok has several sources of revenue. This report focuses on the platform's recent ecommerce activities, however, advertisements have been a major lifeline for years. This data forecasts a significant increase in ad spending on TikTok as the social media platform continues to grow.

TikTok Daily Active Users Over Time

In million Android Daily Active App Users, Worldwide, Similarweb App Intelligence



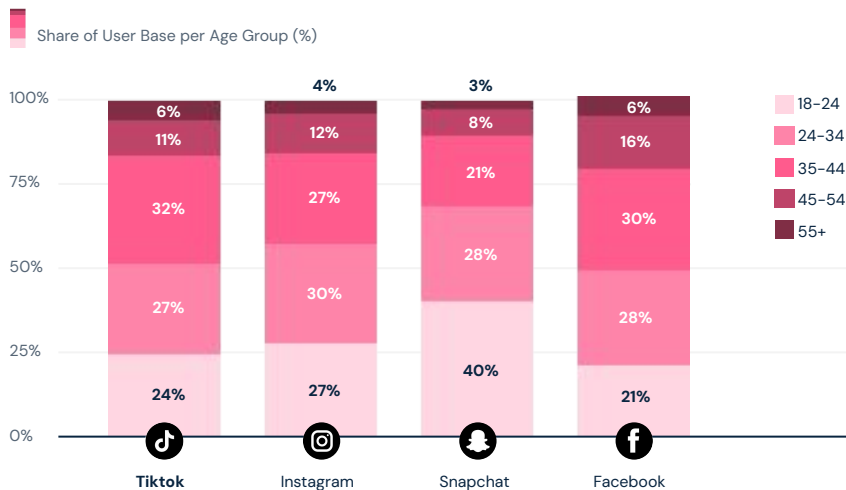
TikTok's user base remained resilient even as people returned to their pre-pandemic routines. In the 12 months leading to September 2023, **Brazil** and **Mexico** displayed the highest number of daily active TikTok users on Androids, with **34.6M** and **22.5M** users, respectively.

The typical TikTok user is not as young as we may think



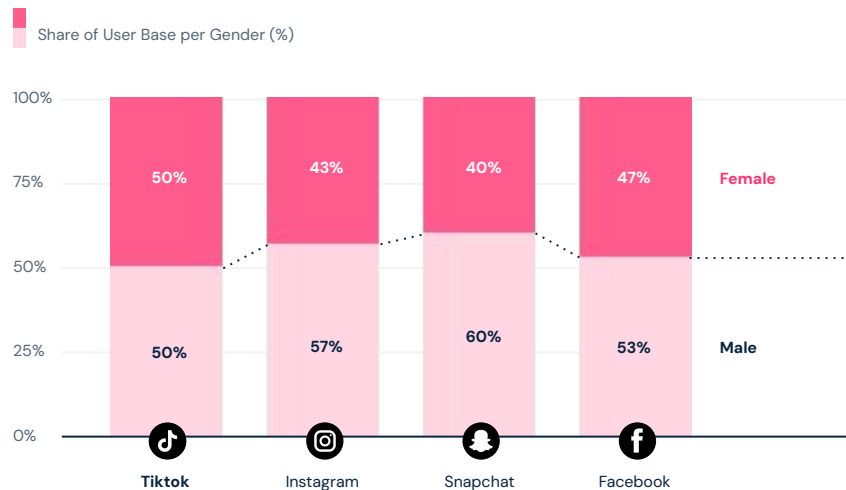
Age Breakdown of Top Social Media Apps

Similarweb, US, Android, September 2023



Gender Breakdown of Top Social Media Apps

Similarweb, US, Android, September 2023



The largest age demographic on TikTok is 35-44 (32%). Only 51% of TikTok users on Androids are under 35 years old, and under ¼ are below 25 years old. These are lower figures than under 35 year-olds on Snapchat (68%) and Instagram (57%).











While other top social media platforms display a higher share of male users, **TikTok has the most balanced gender split on Android.**

Where do TikTok users shop in-app?

TikTok Audience Interests* - Top Shopping Apps

*Likelihood that an app's user base will use other apps in a given period











Similarweb, Android, September 2023

#	App Title		
1	 Amazon Shopping	6	 AliExpress
2	 Temu: Shop Like a Billionaire	7	 Klarna Shop now. Pay later.
3	 SHEIN-Shopping Online	8	 eBay: Online Shopping Deals
4	 Vinted - Buy and sell clothes	9	 The most rewarding way to Shop
5	 ASOS	10	 Tesco Grocery & Clubcard



In the UK, TikTok users predominantly engage in cross-platform usage with Amazon Shopping, Temu, and Shein. In terms of category usage ranking, Shein and Temu apps exhibit greater popularity among TikTok users compared to the general population.

Compared to Instagram users, TikTok users are more likely to display a higher usage of shopping apps. Amazon Shopping, Temu, and Shein are in the top 25 cross-used apps with TikTok, whereas only Amazon is in the top most cross-used apps for Instagram users (at the 27th position).

#	App Title		
1	 Amazon Shopping	6	 Target
2	 Temu: Shop Like a Billionaire	7	 Etsy: Home, Style & Gifts
3	 SHEIN-Shopping Online	8	 The most rewarding way to Shop
4	 Walmart: Shopping & Saving	9	 Ibotta: Save & Earn Cash Back
5	 Fetch: Have Fun, Save Money	10	 AliExpress



In the US, TikTok users over-index in cashback app usage compared to the general population, with Fetch and Ibotta ranking higher in usage frequency than in the shopping apps category.

TikTok users also exhibit a higher usage frequency of Asian platforms like Temu (2nd rank vs. 3rd rank for the general population), Shein (3rd vs. 5th), and AliExpress (10th vs. 13th), which offer thousands of goods at a low price.

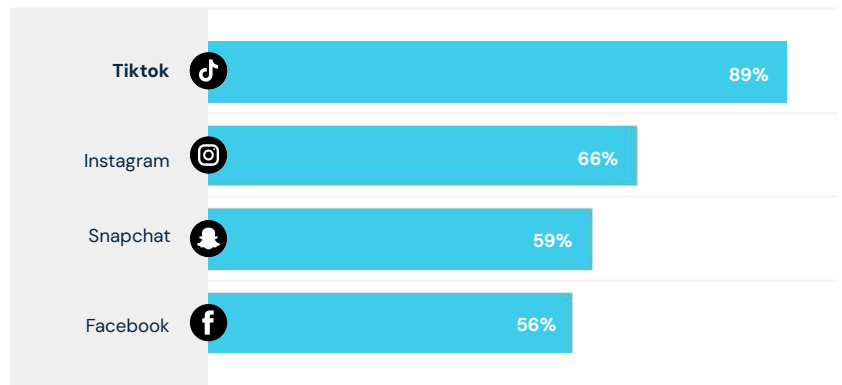
02

TIKTOK AND BEAUTY SHOPPING

TikTok's role in Beauty social commerce

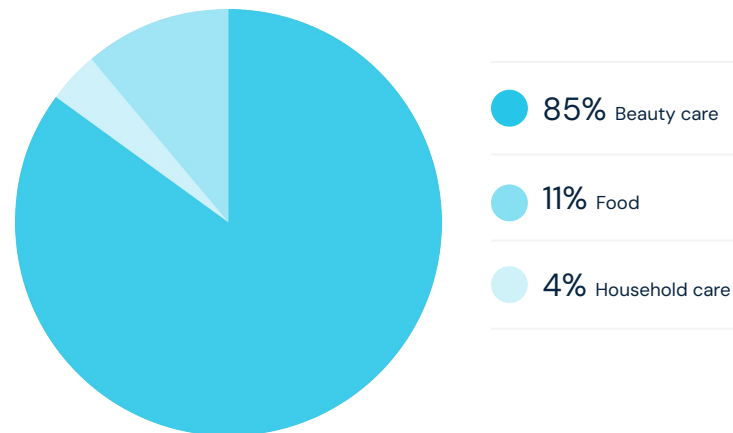
Beauty Product Sales Across Social Media
US, 2022. Statista using StyleSeat data.

Share of users purchasing Beauty products



TikTok was the top social media platform for online Beauty product consumers in the US in 2022. That year, almost nine out of ten TikTok users purchased Beauty items on the platform. Instagram and Facebook users were also avid purchasers of Beauty care products.

Top TikTok Shop Product Categories
US, September 2023. Statista using NIQ data.



During the first month of its launch in the US, the Beauty category dominated sales: Approximately **85% of the most purchased products on TikTok Shop derived from the Health & Beauty category.**

TikTok users are more likely to browse for pharmacy and Beauty retailers



Top Web Retailers Visited by TikTok Users, Ranked by Monthly Visits

Similarweb Market Research Panel, US, July–September 2023, n= 21,335

Including marketplaces				
Retailer	Share of visits			
amazon		54.4%	<i>Walgreens</i>	2.9%
Walmart		15.3%	KOHL'S	1.7%
ebay		9.2%	COSTCO	0.8%
CVS		4.4%	POSHMARK	0.8%
TARGET		3.5%	macys	0.8%

Without marketplaces						
Retailer	Rank for					
	TikTok users	whole population				
CVS	1	= 1	<i>fresh</i>	6	+4	10
<i>Walgreens</i>	2	+1 3	SEPHORA	7	=	7
POSHMARK	3	+2 5	RITE AID	8	+1	9
macys	4	-2 2	NORDSTROM	9	-5	4
ULTA	5	+1 6	<i>Sally's Beauty</i>	10	-2	8

Based on a representative sample of 21,225 US consumers that used the TikTok app during July–September 2023, Amazon gets the highest share of visits (54%) from TikTok users, followed by other marketplaces.

However, it is still interesting to highlight that TikTok users over-indexed in Pharma and Beauty retailer visits against the general population: **Target** in total monthly traffic typically ranks higher than **CVS**, and **Macy's** higher than **Walgreens**.

US TikTok users and purchasers are more likely to make use of Black Friday for Body Care purchases

2023 Black Friday Shopping Plans

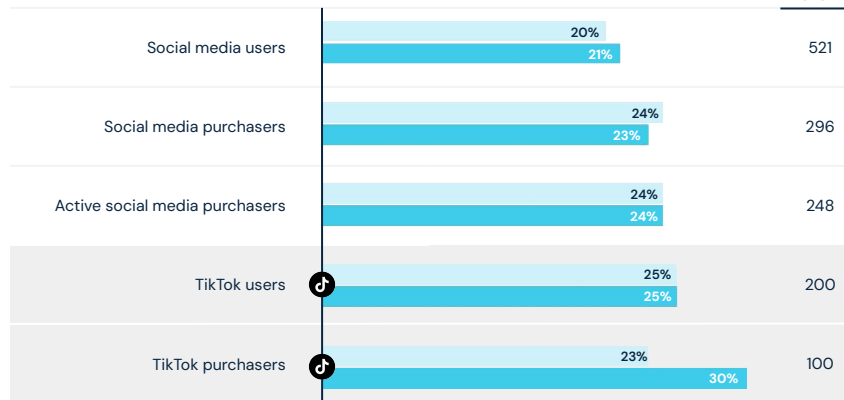
As of October 5, 2023, Statista Consumer Insights



US consumers who plan to shop in these categories during Black Friday and Cyber Monday.

■ Cosmetics
■ Body care

Sample size



Similar to the UK, more US TikTok consumers expressed the intention of shopping for cosmetics and Body Care items during Black Friday and Cyber Monday sales vs. the average social media user.

British TikTok users and purchasers are more likely to hunt for cosmetics promotions on Black Friday

2023 Black Friday Shopping Plans

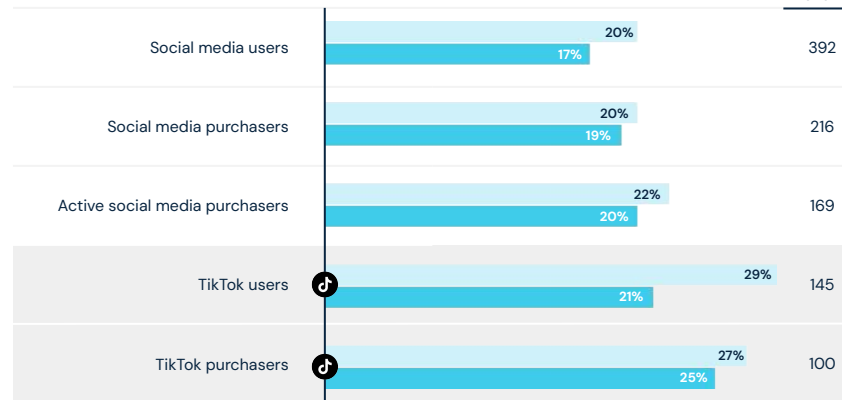
As of October 5, 2023, Statista Consumer Insights



UK consumers who plan to shop in these categories during Black Friday and Cyber Monday.

■ Cosmetics
■ Body care

Sample size



Statista's Consumer Insights survey found that one-third of TikTok users in the UK planned to partake in the Black Friday and Cyber Monday sales for cosmetics purchases.

Asian TikTok users more likely to buy Beauty products during the holiday season

Likelihood of TikTok vs. Non-TikTok Users Purchasing Beauty Products During the Holiday Season

Australia, Japan, South Korea, Philippines, APAC data. Surveyed in 2022. Statista using TikTok data.

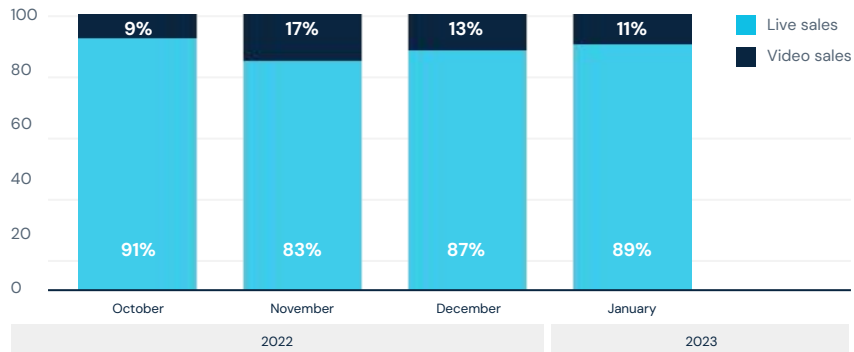


TikTok Insights data has revealed that on average, its users are x1.5 more likely to spend on Beauty & Personal Care products during the holiday season than non-TikTok users, and the trend is even stronger in the APAC region. Browsing the TikTok shop in the lead-up to the holidays is especially popular in Japan, where TikTok users claim to spend x2.3 more than non-users.

Live stream shopping drives Beauty sales on TikTok

Sales Distribution of Online Beauty Sales on TikTok

Global, October 2022 to January 2023. Statista using Shopplus data.



Globally, live commerce has proven to be the most successful way of engaging consumers in shopping for Beauty products on TikTok. In this interactive shopping experience, influencers and brands showcase their products in real-time through live streams. With pre-set shopping ads, consumers can easily purchase presented items through product links shown during the stream. One appealing feature of live shopping is the active engagement of the audience through live chats, which enables users to inquire about products and have their questions promptly answered.

03

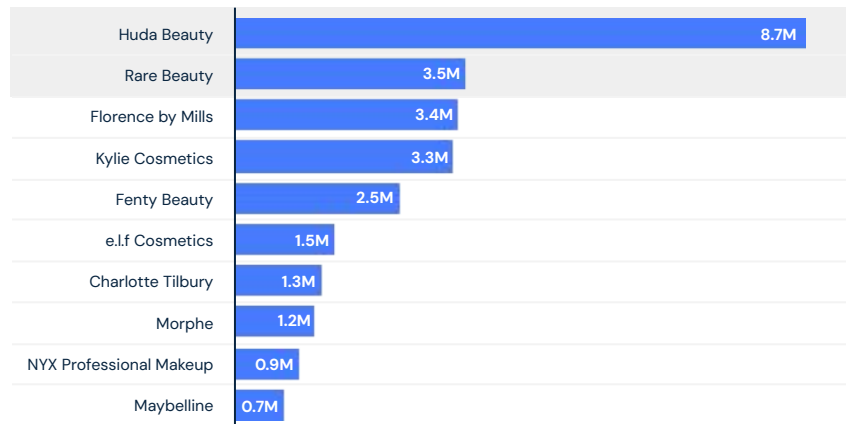
THE BEAUTY LANDSCAPE AND TIKTOK INFLUENCE ON BRANDS

TikTok's contribution to brand visibility for Cosmetics

Number of Followers of Leading Cosmetics Brands on TikTok

Global, 2023. Statista using Cosmetify data.

Number of followers

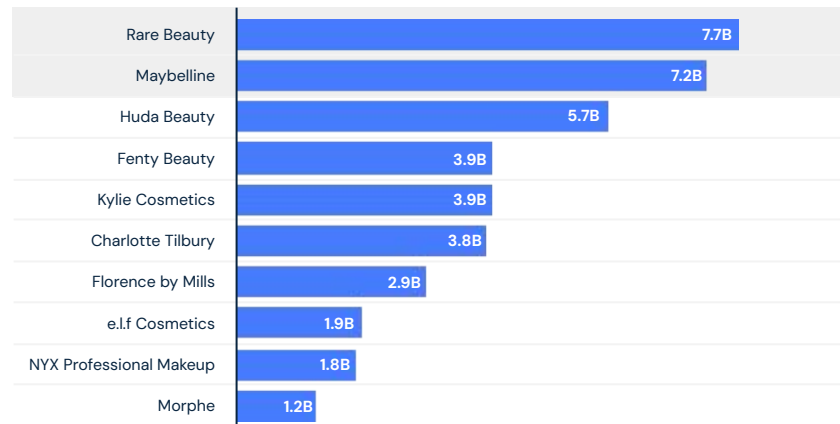


Among the leading cosmetics sellers on TikTok in 2023, celebrity brands had the highest number of followers. **Huda Beauty** secured first place, with around 8.7 million followers, with Selena Gomez' **Rare Beauty** in second place and topping 3.5 million followers.

Number of Hashtag Views of Leading Cosmetics Brands on TikTok

Global, 2023. Statista using Cosmetify data.

Number of hashtag views



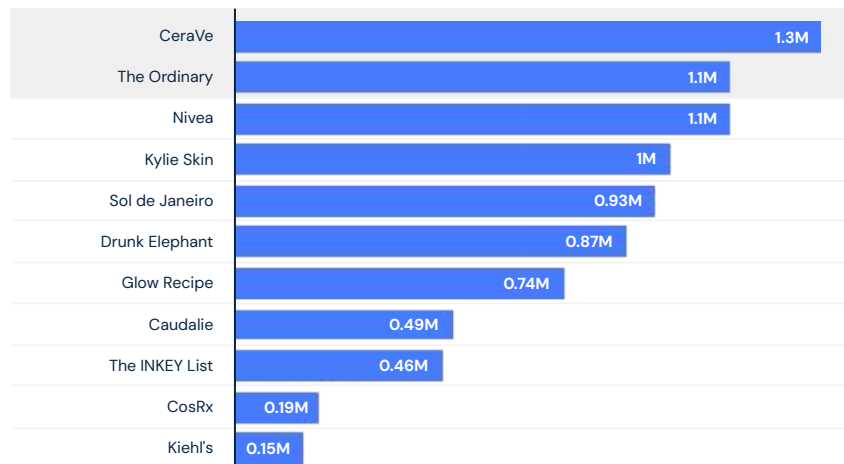
A TikTok presence can be highly beneficial for brand visibility: **Rare Beauty** registered 7.7 billion hashtag views on the platform. Non-celebrity brands like **Maybelline** also recorded impressive results.

How do skincare brands perform on TikTok?

Number of Followers of Leading Skincare Brands on TikTok

Global, 2023. Statista using Cosmetify data.

Number of followers

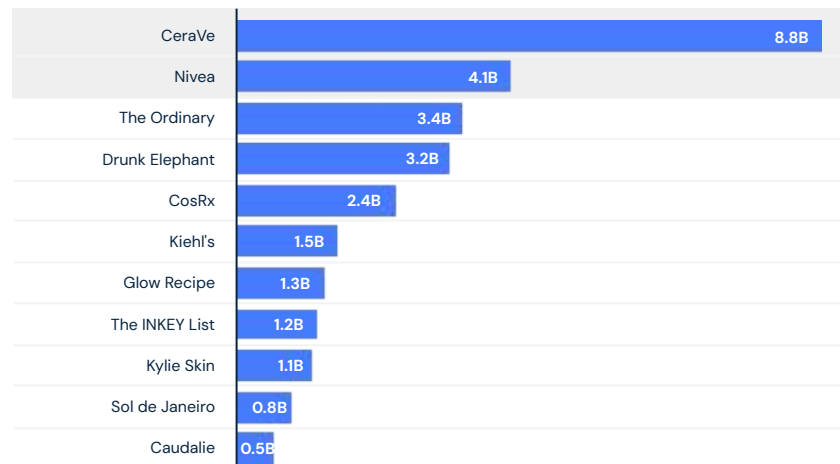


CeraVe, The Ordinary, and Nivea are some of the leading skincare brands on TikTok, with over 1 million global followers each.

Number of Hashtag Views of Leading Skincare Brands on TikTok

Global, 2023. Statista using Cosmetify data.

Number of hashtag views



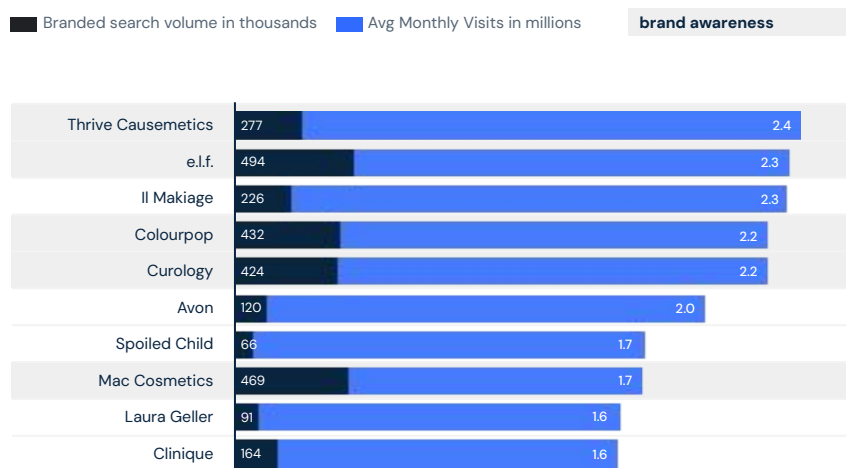
Despite having slightly lower numbers of followers compared to cosmetics brands, skincare brands still attract an impressive amount of hashtag views: **CeraVe** dominates the ranking with 8.8 billion hashtag views.

What players are dominating the US Skincare & Cosmetics industries?



Top Beauty D2C Brands in Monthly Visits, Ranked by Branded Search Volume

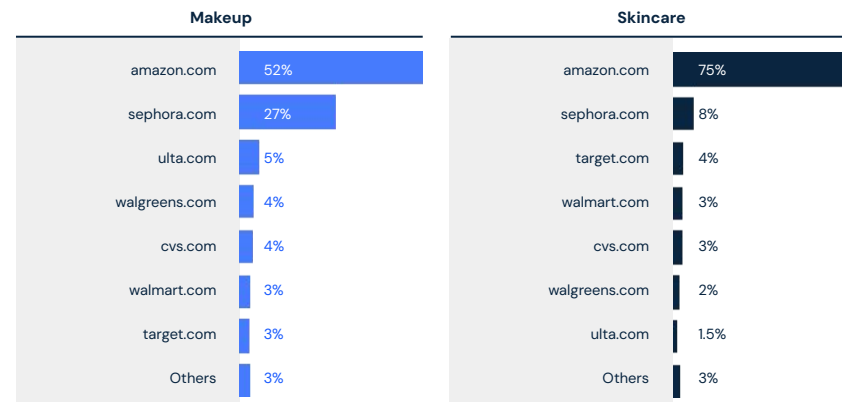
US, Apr - Sep 2023, Similarweb Research Intelligence



Thrive Cosmetics might be the most popular D2C Beauty site in traffic, but not in terms of brand awareness: **Elf Cosmetics, Colourpop, Curology, and Mac Cosmetics** are searched much more frequently despite ranking lower in monthly visits.

Top Beauty Retailers in Share of Unique Purchases for TikTok-Famous Brands*

US, Jan 1 - Sep 30, 2023, Similarweb Retail Analytics



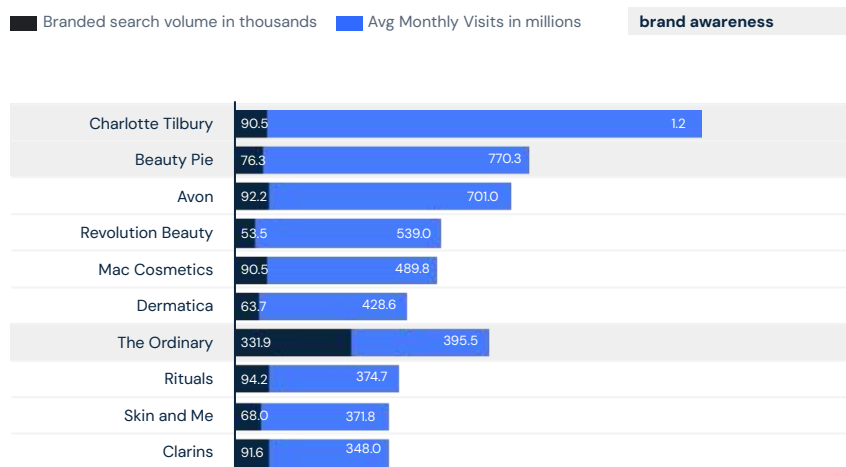
TikTok and Amazon are closely interconnected, with the marketplace grabbing over 75% share of TikTok-famous skincare brand purchases and about 52% of makeup brands. Therefore, brands, including the more premium ones, should implement a solid strategy to stand out in the Amazon marketplace.

What players are dominating the UK Skincare & Cosmetics industries?



Top Beauty D2C Brands in Monthly Visits, Ranked by Branded Search Volume

UK, Apr - Sep 2023, Similarweb Research Intelligence

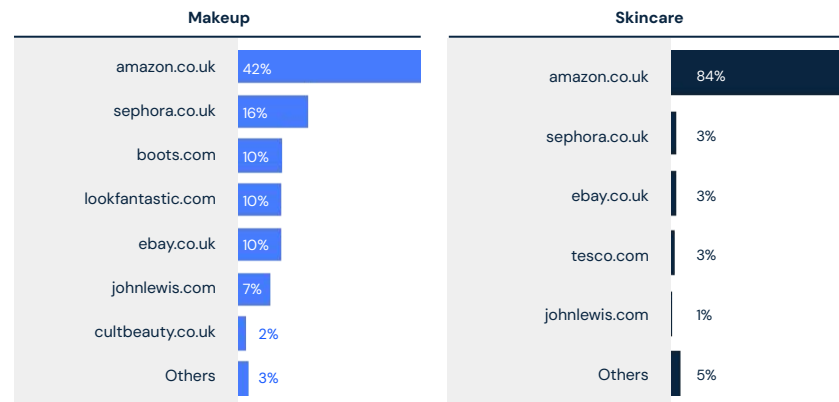


The UK market is more closely aligned with TikTok on the biggest D2C brands in traffic: **Charlotte Tilbury** is easily the most popular D2C brand site, garnering 56% more views than its leading competitor, **Beauty Pie**, while **The Ordinary** is the biggest brand in search volume.

Top Beauty Retailers in Share of Unique Purchases for TikTok-Famous Brands*

UK, Jan 1 - Sep 30, 2023, Similarweb Retail Analytics

*For 92 brands and 13 retailers



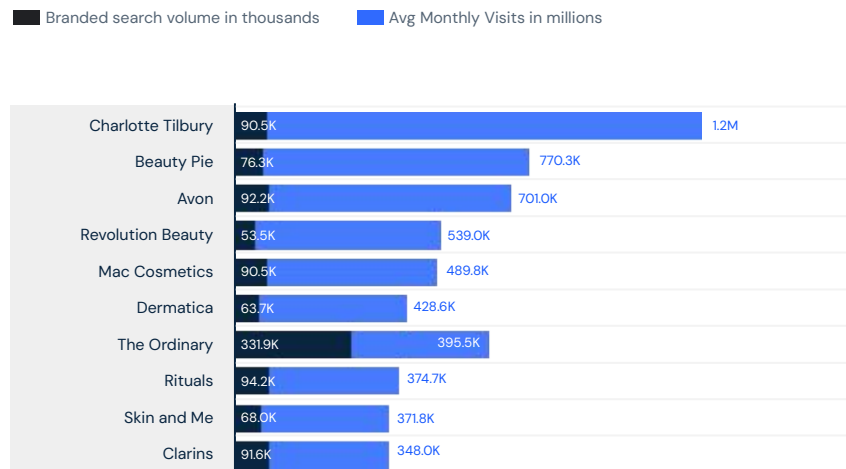
Amazon.co.uk is the top shopping destination for TikTok-famous Beauty brand purchases, especially for skincare, which owns an 84% share in unique purchases. Makeup purchases have a more significant split between retailers, with **Sephora.co.uk** grabbing a 16% share, followed by the pharmacy **Boots**.

What players are dominating the UK Skincare & Cosmetics industries?



Top Beauty D2C Brands in Monthly Visits, Ranked by Branded Search Volume

UK, Apr - Sep 2023, Similarweb Research Intelligence

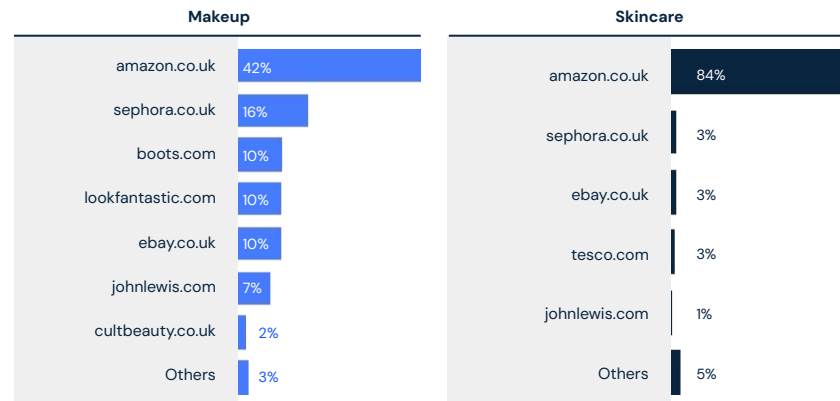


The UK market is more closely aligned with TikTok on the biggest D2C brands in traffic: **Charlotte Tilbury** is easily the most popular D2C brand site, garnering 56% more views than its leading competitor, **Beauty Pie**, while **The Ordinary** is the biggest brand in search volume.

Top Beauty Retailers in Share of Unique Purchases for TikTok-Famous Brands*

UK, Jan 1 - Sep 30, 2023, Similarweb Retail Analytics

*For 92 brands and 13 retailers



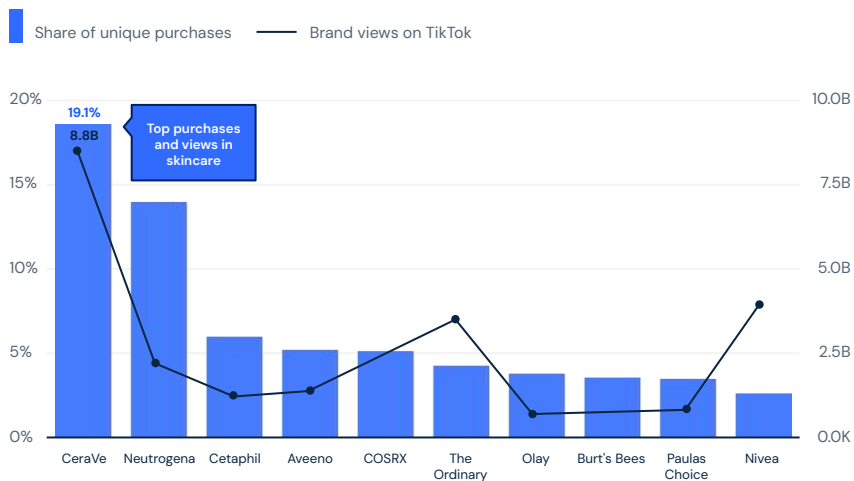
Amazon.co.uk is the top shopping destination for TikTok-famous Beauty brand purchases, especially for skincare, which owns an 84% share in unique purchases. Makeup purchases have a more significant split between retailers, with **Sephora.co.uk** grabbing a 16% share, followed by the pharmacy **Boots**.

Do these TikTok views translate into sales for Beauty brands?



Top Skincare Brands in Estimated Unique Purchases*

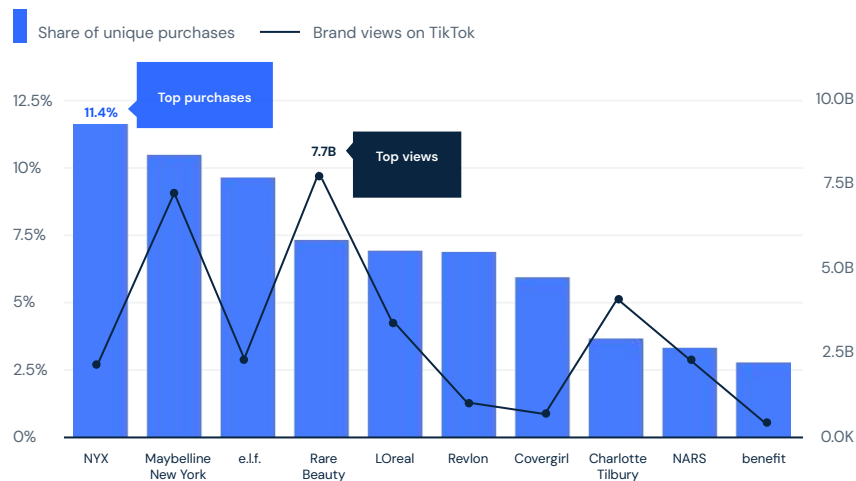
US, January – September 2023, based on 12 top Retailers and 89 brands
 (Sources: Similarweb Retail Analytics, Cosmetify, TikTok)



CeraVe is the top brand in TikTok views and share of purchases in the skincare category, a success brought about by partnering with skincare influencers early on. Some of its products sell out after waves of viral videos, establishing its authority in the segment.

Top Cosmetics Brands in Estimated Unique Purchases*

US, January – September 2023, based on 14 Retailers and 79 brands
 (Sources: Similarweb Retail Analytics, Cosmetify, TikTok)



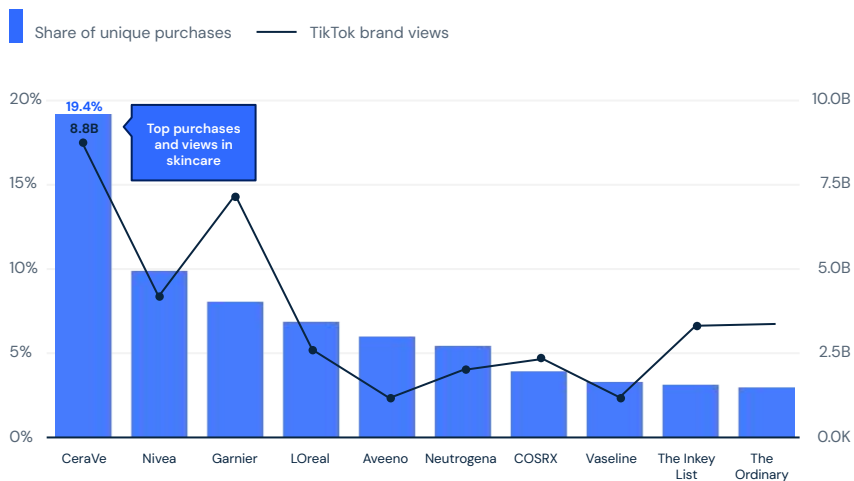
It's not surprising that the most purchased makeup brands in the US all exhibit a high volume of views on TikTok. However, some TikTok favorites are missing in the top 10, such as **Huda Beauty**. The three best-selling brands are among the most affordable, suggesting that consumers are price-sensitive.

Do these TikTok views translate into sales for Beauty brands?



Top Skincare Brands in Estimated Unique Purchases

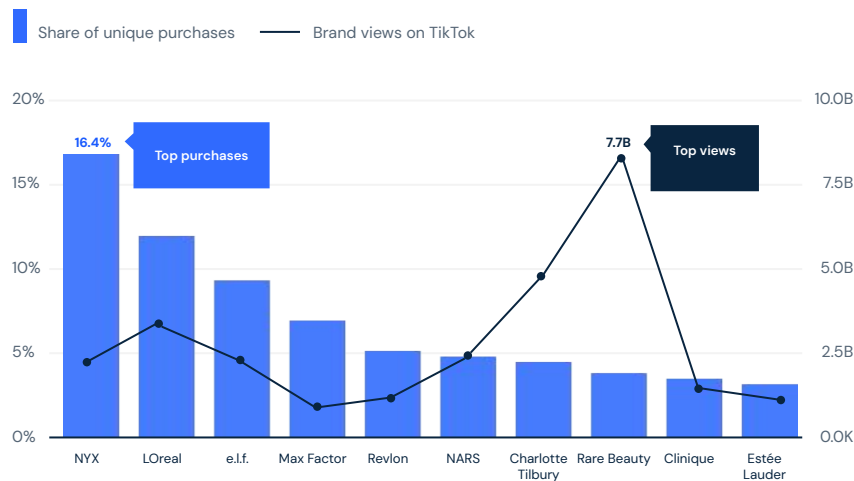
UK, January – September 2023, based on 13 top Retailers and 84 brands (Sources: Similarweb Retail Analytics, Cosmetify, TikTok)



UK skincare purchasers seem very price-driven, with all top 10 skincare brands falling in the affordable range. Moreover, there is a strong alignment with TikTok's favorite brands, with [most ranking in the top 10 in user views](#).

Top Cosmetics Brands in Estimated Unique Purchases

UK, January – September 2023, based on 12 top Retailers and 76 brands (Sources: Similarweb Retail Analytics, Cosmetify, TikTok)



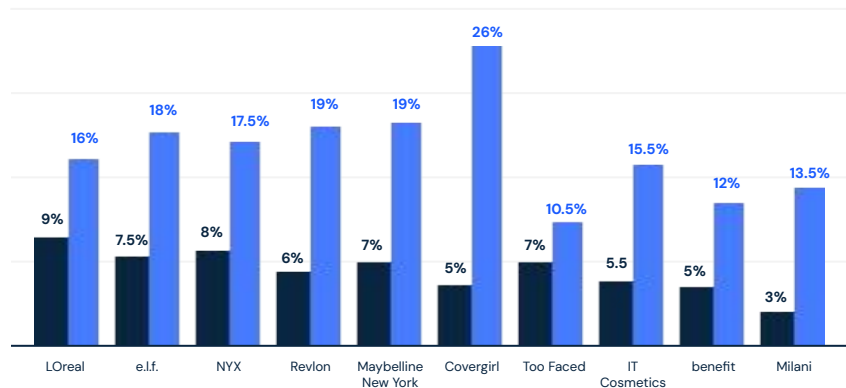
Even if some brands are more popular on TikTok, affordable drugstore makeup brands still capture a higher percentage of purchases than the trendy **Fenty Beauty** or **Kylie Cosmetics**.

TikTok users are pickier than the general population when buying Beauty products on Amazon

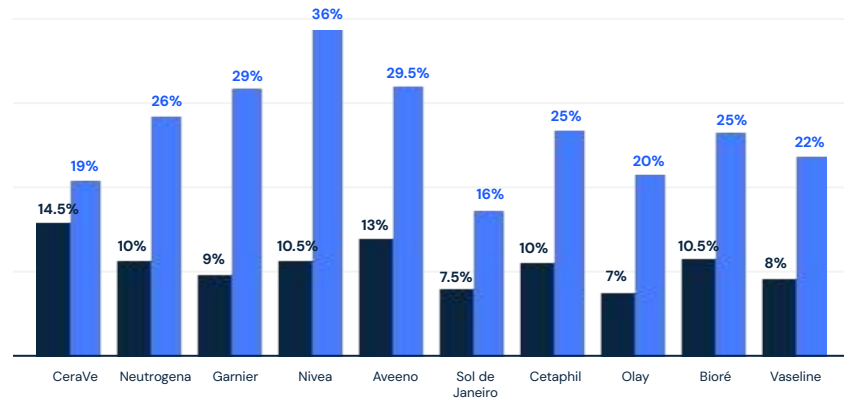
Cosmetics and Skincare Brands TikTok Users Buy on Amazon

US, TikTok users sample searches within the Beauty category of Amazon.com, July–September 2023, Similarweb Market Research panel, n=21,335

■ TikTok Users Conversion Rate ■ Amazon General Conversion Rate



Top Cosmetics Brands



Top Skincare Brands


The top cosmetics and skincare brands purchased by TikTok users show a wide discrepancy in conversion rates compared to the general population. Because makeup experts on TikTok compare many brands, users are more likely to use Amazon as a search engine to browse, which explains the lower conversion rates on their favorite brands.


Looking forward: The dupes trend


TikTok is an excellent asset for Beauty brands, particularly for new ones, as it provides them with the opportunity to shine and grow quickly through paid partnerships and organic customer advocacy.

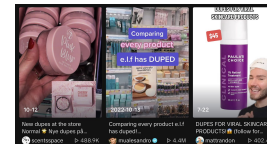
However, it can also be a trap for established brands. As seen in this report, pricier brands may shine on TikTok, but these views may not translate into sales, enabling consumers to search for “dupes” of these products or cheap knockoffs. With the rising inflation of the last two years, consumers across the globe are open to hacks and want to compromise on the price rather than on quality.

Premium brands with excellent brand awareness, such as Charlotte Tilbury or Drunk Elephant, are very exposed to this phenomenon, appearing in the top searches worldwide for dupes.

#	Keywords (1,365)	Volume ↓
1	 charlotte tilbury flawless filter dupes <small>72.5M views</small>	6,940
2	drunk elephant bronzing drops dupe	4,940
3	charlotte tilbury contour wand dupe	4,470
4	charlotte tilbury pillow talk dupe	4,060
5	elf charlotte tilbury dupe	3,780
6	glossier you dupe	2,680
7	charlotte tilbury dupe	2,500
8	laneige lip mask dupe	2,140
9	charlotte tilbury dupes	2,120
10	skinceuticals c e ferulic dupe	1,550

1  **THE O.G.**
**Charlotte Tilbury
Hollywood
Flawless Filter** **\$46 AT CHARLOTTE TILBURY**
[read more](#)

2  **BEST FLAWLESS FILTER DUPE
OVERALL**
**Revlon Skinlights
Face Glow
Illuminator** **\$14 AT AMAZON**
[read more](#)



Methodology | Similarweb

Brands Covered – US

Aveeno–Avon–BareMinerals–benefit–Bioré–Biossance–Biotherm Homme–Bobbi Brown–Brickell–Bulldog–Burt’s Bees–Caudalie–CeraVe–Cetaphil–Charlotte Tilbury–Clarins–Clearasil–Clinique–ColourPop Cosmetics –COSRX –Covergirl–delilah–Differin–Drunk Elephant–e.l.f.–Estée Lauder–Fresh–Garnier–Glossier–Glow Recipe–Herbivore Botanicals–Honest Beauty–Huda Beauty–Ilia–Isana–IT Cosmetics–Juice Beauty–Kiehls–Kora Organics–Kosas–Kylie Cosmetics–La Mer–La Roche Posay–Lancome–LANEIGE–Liz Earle–LOreal–LOreal Men Expert–Lush–M.A.C.–Mario Badescu–Max Factor–Maybelline New York–Milani–Milk Makeup–Morphe–NARS–Neutrogena–Nivea–Nivea Men–No7–Noxzema–NYX–Olay–PAI–Paula’s Choice–Pixi Beauty–Pley Beauty–Rare Beauty–Ren Clean Skincare–Revlon–RMS Beauty–Skinceuticals–Sol de Janeiro–Tarte Cosmetics–Tata Harper–The Body Shop–The Inkey List–The Ordinary–Too Faced–Tower 28–Urban Decay–Vaseline–Vichy–Victoria Beckham Beauty–Weleda–Well People–Youth to the People–Youthforia

Retailers Covered – US Skincare and Makeup categories only

Amazon.com–costco.com–cvs.com–ebay.com–kohls.com–neimanmarcus.com–net-a-p-orter.com–saksfifthavenue.com–sephora.com–target.com–ulta.com–walgreens.com–walmart.com

Brands Covered – UK

Anastasia Beverly Hills–Aveeno–Avon–Awake organic–BareMinerals–benefit–Bioré–Biossance–Biotherm Homme–Bobbi Brown–Brickell–Bulldog–Burt’s Bees– Burt’s Bees–Caudalie–CeraVe–Cetaphil–Charlotte Tilbury–Clarins–Clearasil–Clinique–Clinique FOR MEN–COSRX–Covergirl–delilah–Differin–Drunk Elephant–e.l.f.–Estée Lauder–Evolve Beauty–Fresh–Garnier–Glossier–Glow Recipe–Honest Beauty–Huda Beauty–Ilia–IT Cosmetics–Juice Beauty–Kiehls–Kora Organics–Kosas–Kylie Cosmetics–La Mer–La Roche Posay–Lancome–LANEIGE–Liz Earle–LOreal–LOreal Men Expert–Lush–M.A.C.–Mario Badescu–Max Factor– Maybelline New York–Merit Beauty–Milani–Milk Makeup–Morphe–NARS–Neutrogena–Nivea–Nivea Men–No7–Noxzema–NYX–Olay–PAI–Paula’s Choice–Pixi Beauty–Rare Beauty–Ren Clean Skincare–Revlon–RMS Beauty–Skinceuticals–Sol de Janeiro–Tata Harper–The Body Shop–The Inkey List–The Ordinary–Too Faced–Tower 28–Urban Decay–Vaseline–Vichy–Victoria Beckham Beauty–Weleda–Youth to the People–Youthforia–

Retailers Covered – UK Skincare and Makeup categories only

Amazon.co.uk–asda.com–boots.com–cultbeauty.co.uk–ebay.co.uk–feelunique.com–johnl-ewis.com–lookfantastic.com–ocado.com–selfridges.com–sephora.co.uk– tesco.com

Glossary

Metrics

Daily Active Users:

Averaged number of daily active app users on an Android given app

Branded Search Volume:

Volume of search keywords that include the brand name

Unique purchases:

Total number of unique purchase events estimated by product

TikTok User Conversion Rate:

Number of purchases made by TikTok users for a specific brand, divided by the total number of views generated for that brand by TikTok users, all within the Beauty & Personal Care Category of amazon.com

Amazon General Conversion Rate:

Average Conversion Rate for the brand within the Beauty & Personal Care category for all users of amazon.com

Social media users:

Use any social media platform regularly

Social media purchasers:

Made an online purchase via a social media platform

Active social media purchasers:

Made an online purchase via a social media platform and will continue doing so

TikTok users:

Regularly use TikTok

TikTok purchasers:

Made an online purchase via TikTok in the past 12 months

About the authors



Koen van Gelder
Team Lead Ecommerce at Statista

Koen leads the ecommerce research team at Statista, which develops highly relevant insights into the latest trends in the ecommerce industry. They work on statistics, data reports, and editorial reports on all aspects of online retail. He previously worked as a researcher for the Consumer Goods team at Statista, where he focused on the latest trends and technologies in the retail market.



Inès Durand
Senior Insights Manager at Similarweb

Inès is a Senior Market Insights Manager at Similarweb specializing in Retail, CPG & Financial Services. She uses industry analysis to distribute cutting-edge and actionable market research insights through Similarweb marketing, PR, and GTM teams. Her previous experience includes Strategy and M&A analysis, and her work has been featured in Retail Today, CNBC & AFP.

About the team

Research & Data:

Dan MacLean, Data Advisory Services Analyst at Similarweb
Tuğba Şabanoğlu, Team Lead non-Food CPG & Retail at Statista
L. Yltävä, Research Expert at Statista
Dominique Petruzzi, Research Expert at Statista

Design & Visualizations:

Shirley Ohava, Brand Designer at Similarweb

 similarweb x  statista

TIKTOK: RESHAPING THE FACE OF THE BEAUTY INDUSTRY