

# Makeup Trends on Social Media

Runxi Wang

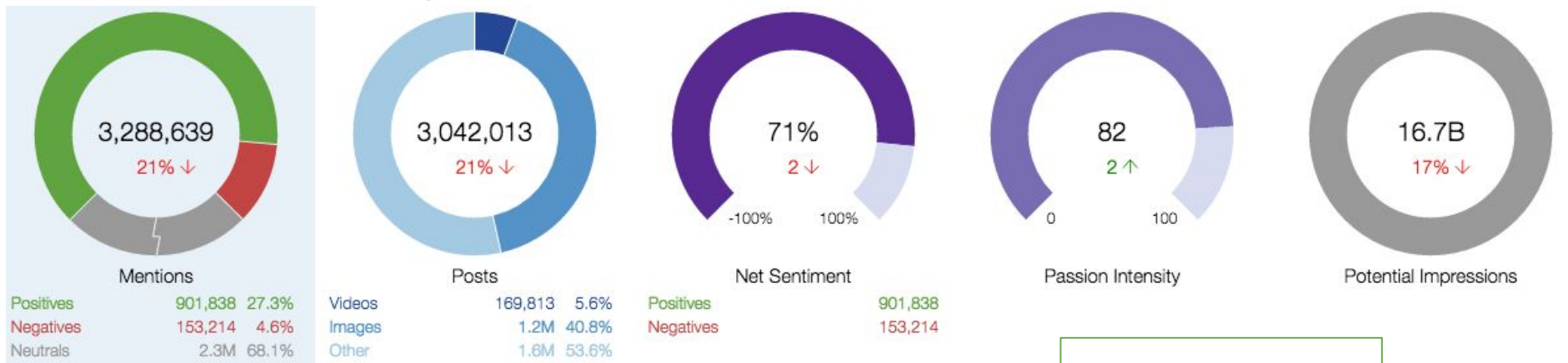
01

# Lips

---

# Mentions of Lipstick decreased 21% since the last 6-month period

40% of posts include images





# MAC and Maybelline are the most-mentioned lipstick brands

## Top Terms



- **Maybelline** is the #2 most-mentioned brand in the lipstick conversation, following **MAC**.
- Some other brands, such as **Colourpop**, **Urban Decay**, **Kat Von D** and **Tarte** are also among the most popular lipstick brands.
- Drugstore brands, including **NYX** and **Revlon** are also among the top brands.
- Cosmetic retailer, **Sephora** is also among the top brands.
- **YouTube tutorials** of doing lips are shared widely on social.

Brands	Mentions *
MAC	63,851
@maybelline	40,295
@YouTube	38,008
NYX	33,115
Sephora	22,807
Colourpop	15,136
Instagram	11,453
Urban Decay	10,740
Kat Von D	10,165
#huda beauty	10,107
Tarte	10,089
L'Oreal	9,437
#too faced	9,260
#mac cosmetics	9,083
#anastasia beverly hills	9,071
NARS	8,798
Revlon	8,186
Kylie Cosmetics	7,809
Smashbox	7,758
snapchat	7,207
Dior	7,025
Rimmel	6,449

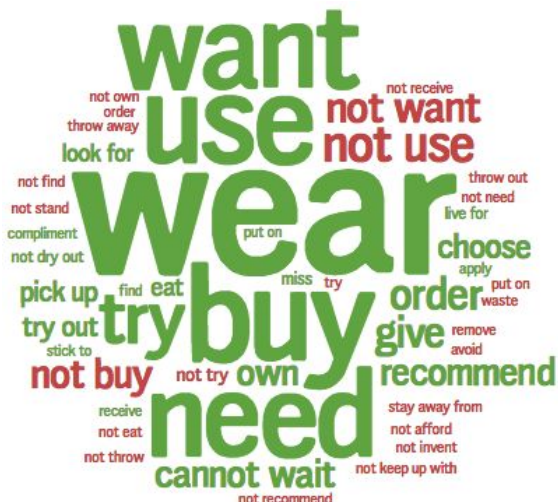
## Sentiment Drivers Analysis

## Top Drivers of Sentiment



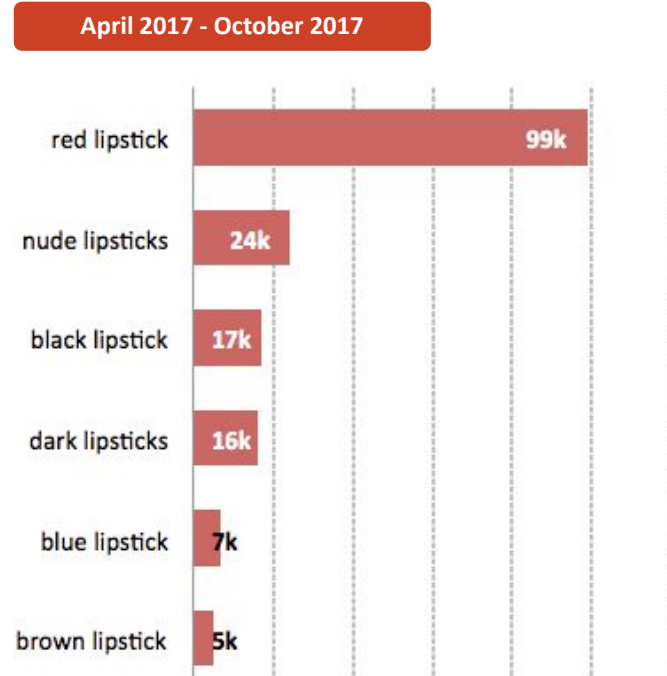
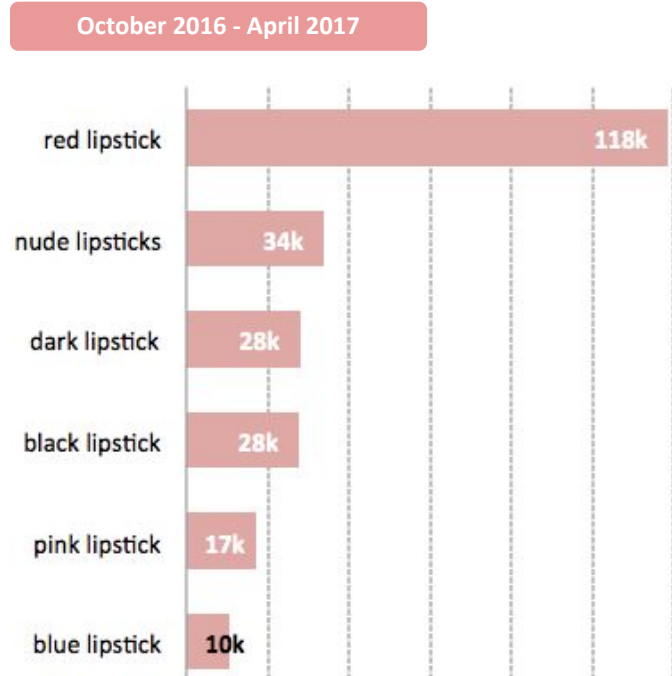
- **Colors drive the most positive emotion** as consumers discuss their favorite shades of their lipstick on social.
- Other lip cosmetics, including **lip balm**, **lip gloss** and **lip liner** also drive some positive conversation.
- **Smell** is another core quality driving both positive and negative emotions.

## Top Behaviors



- **Wear** is the top behavior mentioned in conjunction with lipstick.
- Some other behaviors, such as **want, use, need** and **buy** are also used in a positive way.
- People who like a color or kind of lipsticks will also **recommend** it to others. Others who love lipsticks are also like to **try** out new colors.
- Not everyone is a fan of lipsticks. Some people show their attitude toward **not buying / not using** lipstick on social.

# Red was the most popular lipstick color in past year





- **Red** is the most-frequently mentioned lipstick color, followed by **nude** and **black/dark**.
- **Pink** was one of the top 6 colors from October 2016 to April 2017, but was replaced by brown in the next 6 months.




### Dark Lipsticks

## Seasonal Colors

 **ANGELICA**  Sep 22 @  
angelica\_lyons


Sugar plumb! Definitely my favorite fall lip color. 🍷  
#imelghtbyalcone #fallforsugarplum #liiquidlipstick  
#lipstick #lipstickcollection #lipgloss #lipcombo  
#lipsticklover #lipstickhoarder #lipstickmania  
#lipsticks #lipstickjunkie #lipstickaddict #lipsticklove  
#lipglosspoppin #lipglosses #wakeup  
#goodmorning #goodmorningpost  
#goodmorninginsta #goodmorningworld #igpost  
#idgaily #fall #fallmakeup #fallweather #falllipstick  
#positivevibing #positivity #fallvibes

---

 **Renée Keele** [5minmakeoverlady](#) Aug 19 @


My fav lip color for Fall! #fallmakeup  
#sultry #lipstain #5minmakeover

---

 **Omaha Balayage** [@Scottsdale Hair](#)  
[hairbykristinmurdoch](#) Oct 14 @

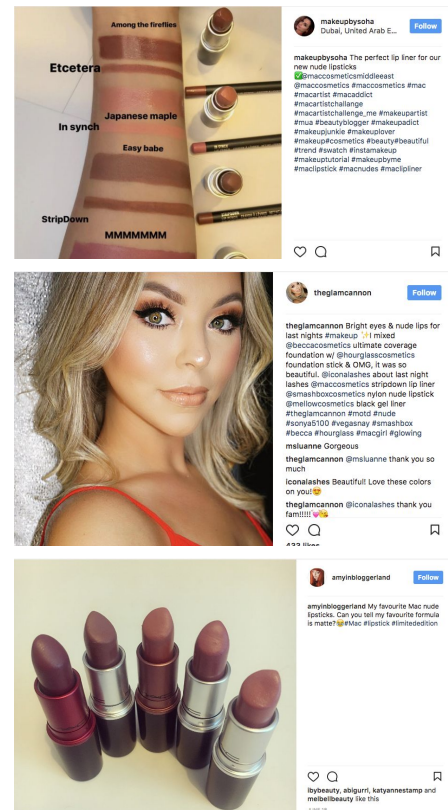
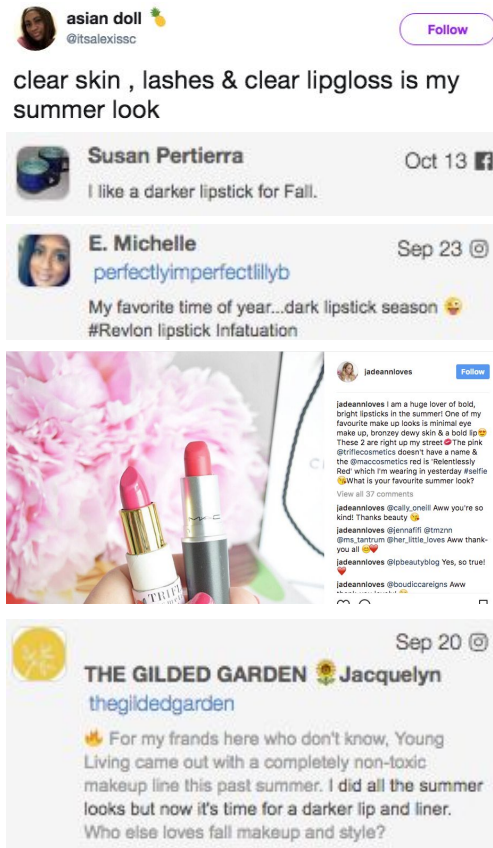
My favorite fall lip 💕 [@kyliescosmetics](#) [SPICE](#)  
Tags: #falllip #omaha #spice #omahahair  
#omahabalayage #fall #pknpt #frowns #scottsdale  
#kyliescosmetics #makeup #lipstick #makeupart  
#liiquidlipstick #fallmakeup

---

 **Brittany** [brittanybellsofbeauty](#) Oct 10 @

Abysss And I have Kat Von D liquid  
lipstick on the lips in Sanctuary. **One of my favorite  
liquid lipsticks right now!** ..... #fall  
#fallmakeup #fallmakeuplook #jacylnhillpalette  
#jacylnhill #morphie #katvond #katvondlipstick  
#sanctuary #makeup #makeuplover #makeupartist  
#makeupjunkie #makeupobsessed #love  
#brittanybellsofbeauty

Net Sentiment:  
79%







# Soundbites - Negative






Not Last Long







Net Sentiment: 13%

-  **martha96** Jun 18 🗨️  
Liquid lipstick doesn't last long for me.
-  **isabellebelley** Jun 11 🗨️  
I prefer liquid lipsticks, as they last longer on the lips. I feel like this lipstick doesn't last long enough. The feel on the list is ok, but not the best i have tried
-  **amirthful1** Jun 21 🗨️  
The lipstick does not last very long, I like the shade.
-  **Amber W.** Jul 7 🗨️  
They are my go to for long lasting smudge proof lips. The pink lipstick for some reason doesn't last as long on me. The colors are beautiful and it's not too drying.
-  **DL731** Sep 16 🗨️  
Lastly, I love the color of the lip gloss. My only issue is that lip gloss doesn't last very long on me. This product is the same.

Dry Out

Net Sentiment: 14%

-  **BabyMya** 🇧🇷🇵🇷  
@MsBunz617  
Follow  
I hate when certain lipsticks make ur lips dry af  
6:18 PM - 31 May 2017
-  **Haaazel** ✨  
@hjimenez860  
Follow  
hate when matte lipsticks dry my lips 😞😞  
lmao  
3:03 AM - 6 Aug 2017
-  **amietorla** May 23 🗨️  
matte lipsticks dry out my lips, I like a little shine
-  **Charlotte** [chars.\\_.beauty](#) Jul 6 📷  
I find it hard to actually find a matte liquid lipstick that doesn't dry my lips out. Sounds silly I know, a matte lipstick that's too drying! But you know what I mean!
-  **jean\_mejias17** Jul 21 🗨️  
This lipstick really dried out my lips

-  **meezykat** May 19 🗨️  
This lipstick dried out my lips! I had to use a lip balm under the lipstick to protect my lips 🙄🙄🙄
-  **cc\_munro** Aug 10 🗨️  
I love the color, liquid lipsticks are a little too drying for me.
-  **Anna R.** Jul 23 🗨️  
I loved the color I got however the lipstick dried out on my lips. I wanted to take it off after an hour or so.
-  **MJmakeupaddict** Aug 9 🗨️  
It makes the lipstick stick on it and keeps it. Matte lipsticks dry my lips a lot. This helps me using matte lipsticks.
-  **Its0simply0me** Jul 30 🗨️  
Matte lipsticks are too drying to me
-  **Kbabyred120** Oct 13 🗨️  
Matte lipsticks are too drying on my lips. I prefer gloss.

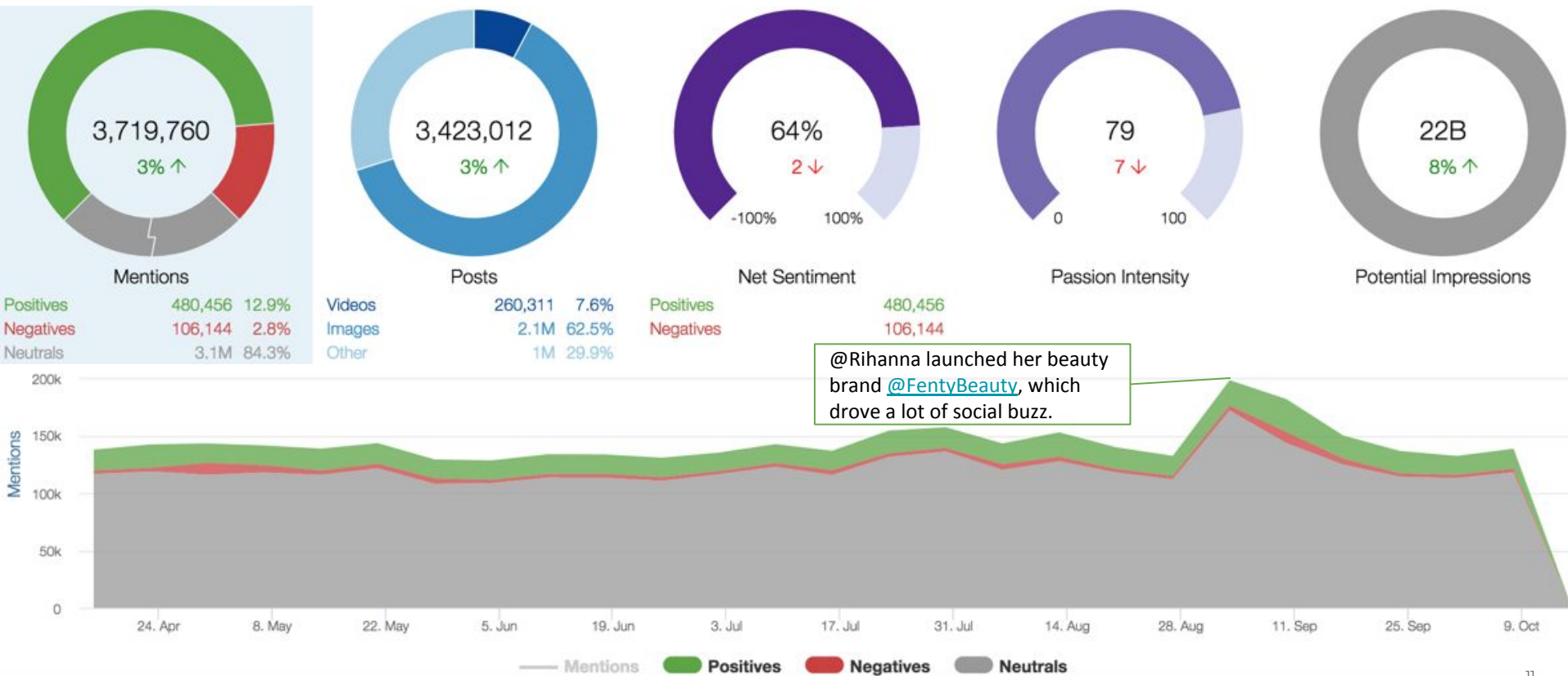
02

# Face

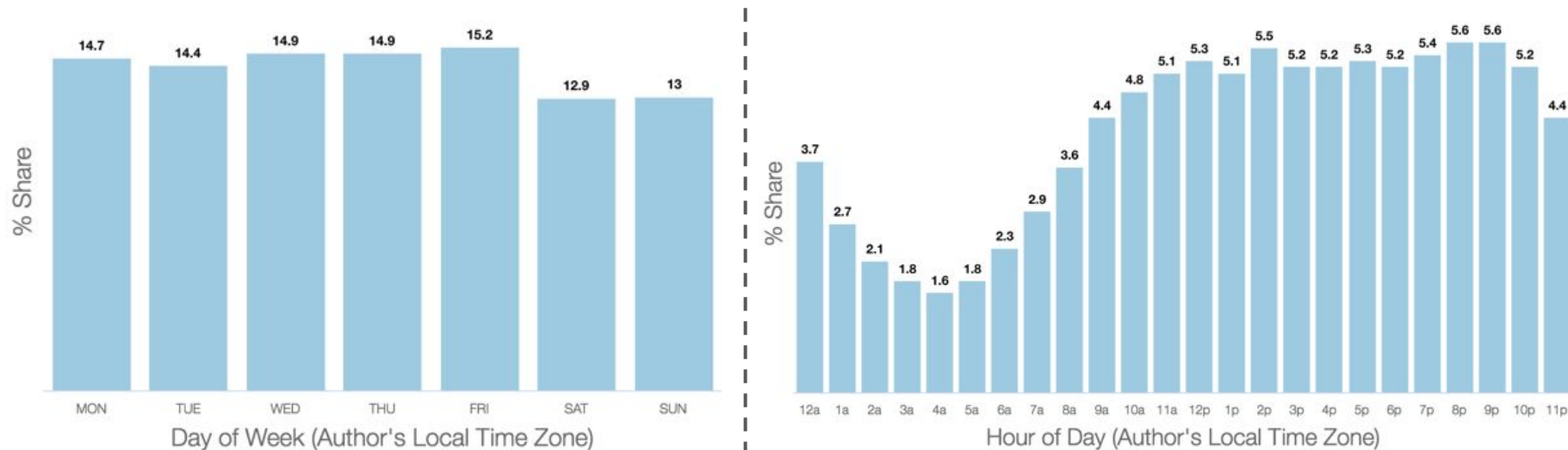
---

# Mentions of Face makeup increased 3% since the last 6-month period

63% of posts include images

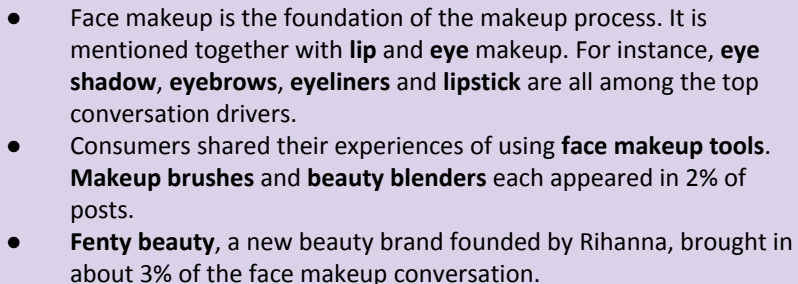


# Face makeup mentions peak on Friday



- Social volume peaks at night from 7-10pm in the author's local time zone.
- Consumers talk about face makeup the most frequently on **Wednesday, Thursday** and **Friday**.
- The social buzz also sees a small pike at 2pm.

Top Terms

[illegible]

- **#Mua** (Makeup Artist) is the **#1** most-mentioned hashtag, appearing in 15% of posts.
- Brands, beauty bloggers and influencers are using hashtags to market their products, especially on Instagram.
  - **#HudaBeauty**, **#anastasiabeverlyhills**, **#Mac**, **#toofaced**, **#UrbanDecay** and **#NYX** are some frequently used brand hashtags.

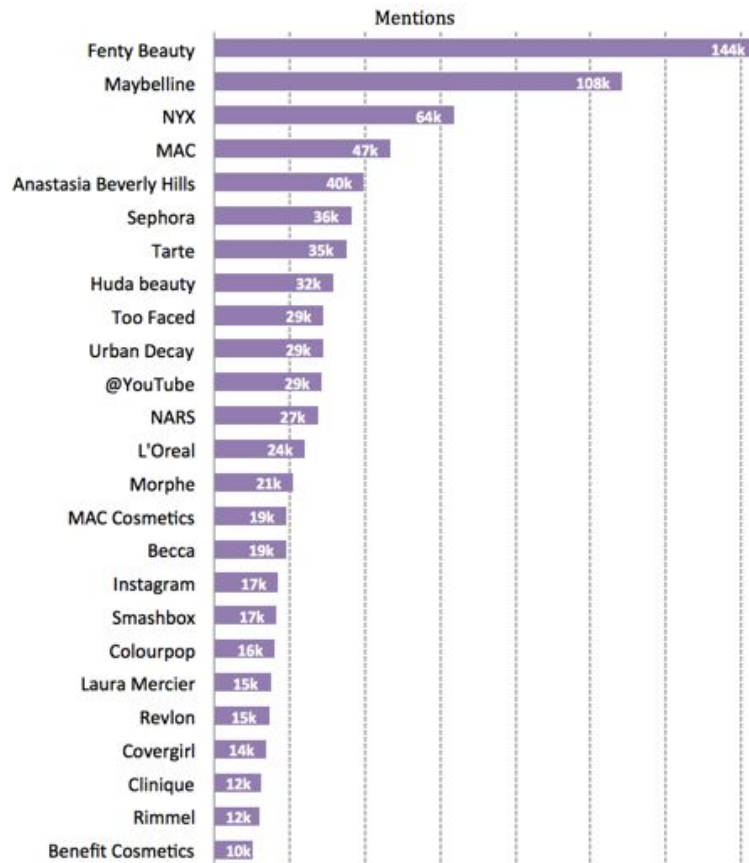
# Maybelline and Fenty are the most-mentioned Face makeup brands

## Top Brands

Excluding Fenty



- **Maybelline** is the #2 most-mentioned brand in the face makeup conversation, following **Fenty**.
- Others, such as **NYX**, **MAC**, **Anastasia**, **Tarte**, **Urban Decay** and **Too Faced** are also among the most popular face makeup brands.
- Similar to lipstick conversation, cosmetic retailer, **Sephora** is also among the top brands.
- **Huda Beauty**, a beauty brand founded by a beauty influencer, also earns a large amount of conversation.





## Sentiment Drivers Analysis

## Top Drivers of Sentiment



- **Patchy** drove the most negative emotion as consumers complain about uneven or patchy looks after applying **foundation** or **contour**.
- Consumers pay a lot of attention to the shades of face makeup.
  - **“Amazing on skin tones”** and **“skin tone”** are two of the top drivers of positive emotion, while **“lack of shade range”** drove large numbers of negative mentions.
- **Coverage** is another core quality driving positive emotion.
- Some consumers discuss face makeup doesn’t work well on their **oily skin**.

## Top Emotions




- **Perfect** is used in relation to looks and products. Other terms referring to beauty, such as **beautiful**, **gorgeous**, **pretty** and **lovely** are all among top positive emotions.
- **Natural** and **flawless** are two qualities consumers are trying to achieve when they apply face makeup.
- Makeup is not only about appearances, it is also about emotion. Consumers share the **fun** and **happiness** face makeup bringing to them on social.


# Soundbites

## Patchy


Net Sentiment: -2%

- 


**ClareJC** Aug 5


It does brighten my eye area by using it that way. The contour/bronzer powder was pretty patchy. I really had to build it (which I have no problem doing) but it kept becoming patchy to the point that I just had to take it off.
- 

**jackieflo13** Sep 26


With my dry skin my foundation looked patchy after pairing this primer
- 

**Lucy** @lucyselleyxx Aug 14

Why do the KKW Beauty powder contour kits look like patchy chalk powder?
- 


Concealer cracked. Foundation became patchy and the powder... ergh the powder got clumpy. Jun 21
- 

When I wear moisturizers, my sweat washes off the moisture and leaves me a dry face at the end of the day. I'm very particular about my moisturizers because I get spots of dry areas and when I wear foundation, it looks really patchy. Some moisturizers looks too oily and I personally don't like that. Sep 14


- 

**@kkimthai** Aug 21

I am so sad to say but the Maybelline Fit Me Loose Powders is a NoX in my book. It did not personally work for me. It was dry and patchy.

Retweeted by **Ivonne Herondale**
- 


**Magnolia** @urgruimaggz May 5

I had a bad makeup day today my face is burned and my foundation is all patchy
- 

**veda** @scornedlv Sep 26

makeup forever foundation is literally so patchy n dry i dont even like fenty like that but if u gone be petty at least have a good product

[twitter.com/choclatcocaline](https://twitter.com/choclatcocaline)


bad gal/bad gal @choclatcocaline LMFACOOOOOOOOOOO [pic.twitter.com/chxUgwTcXp](https://pic.twitter.com/chxUgwTcXp)
- 

**Hannah Poppy** @Hannah\_P\_Boal May 10

I bought a drugstore primer instead of my normal shit. My foundation is patchy, contour won't blend and my forehead is 3 different colours.

## Skin Tone and Color Shade


Net Sentiment: 61%

- 


**Samantha Ravndahl** @SssamanthaaMUA

It's crazy to see the people who don't understand why the lack of shade range in foundation is a bigger issue that goes beyond makeup


2:30 PM - 6 Aug 2017

2,633 Retweets 8,901 Likes
- 


**el** @biselinakyle

fenty beauty has 40 foundation shades...rihanna isn't playing any games kim and kylie can pack up and go home
- 


**rikiandernie21602** Jun 22

Perfect shade to match my contouring powder
- 

**Ksage00** May 30


Blush looks great on my skin tone
- 

**josh\_w\_gagnon** May 22


Love the shade of bb cream. Its super light and not greasy!
- 

**bluozge** May 16


Perfect highlighter shade for my skin tone

- 


**tonilynnbisinger** Oct 14

I really like this shade of blush and looks good on my fair skin tone. It stays on all day without any sort of primer so I'm impressed!
- 


**Danielle J.** Oct 14

After using my Nars Foundation, I set my makeup with the Maybelline Fit Me Foundation powder. It is affordable, lightweight, and matches my skin tone perfectly. What's good about this product is that I could use the powder by itself and the finish of it will make it look flawless.
- 


**gabrielletreigle** Oct 10

The concealer is too dark for my skin tone.
- 


**Claire** @liketimefroze Oct 9

@pencilto temple1 I'm so keen, my current liquid foundation is too dark for me
- 

**Brittani Nicole** @BrittaniNicole Oct 14

The foundation color is 3-4 shades too light. The lipstick was very greasy and smears. The face mouturizer didn't sm [ipsy.com/new?aid=twitter...](https://www.ipsy.com/new?aid=twitter...)
- 

**jmmiles215** Oct 14

Hey Honey is wonderful, but this concealer is too yellow for my skin tone
- 

**lindseyahill** Oct 14

The foundation was too light for my skin tone

03

# Rising Beauty Trends

---

### Mentions in the past 2 years



# A Productive Sunday: “Laundry done and makeup brushes cleaned.”



46K

Mentions in of  
Laundry +  
Makeup in the  
past two years

3.4K

Mentions of  
Laundry +  
makeup  
Brushes in the  
past two years



**christina**  
@inamxo

Follow

Clean makeup bushes ✓ DIY project done  
✓ laundry ✓ errands ✓



**Annie**  
@anniekpham

Follow

Today: Yoga, post office, grocery shopping,  
dry cleaners, lunch with my hubs, Target,  
mall, laundry, cleaned makeup brushes,  
toned my hair 😂



**tannikka**  
@tannikkaa

Follow

Bathroom tidied, kitchen tidied, makeup  
brushes cleaned, mountain of laundry done,  
garbage taken out. Now just the rest of my  
room..



**emma**  
@EmmaShadboit

Follow

Its only lunch time and I've already cleaned  
the flat kitchen, my bedroom, all my makeup  
brushes and done my laundry. So proud of  
myself 😂



**BritneyMANSØN**  
@britneydreamer

Follow

House clean, dishes washed, laundry done  
AND put up. Makeup brushes cleaned, bed  
made. I'm flourishing.

11:56 PM - 30 Jul 2017 from Alabama, USA



**Mikayla Shianne**  
@coffeeandcurve

Follow

Laundry done, room spotless, and makeup  
brushes cleaned. I'd say its been a  
successful day! #adulting

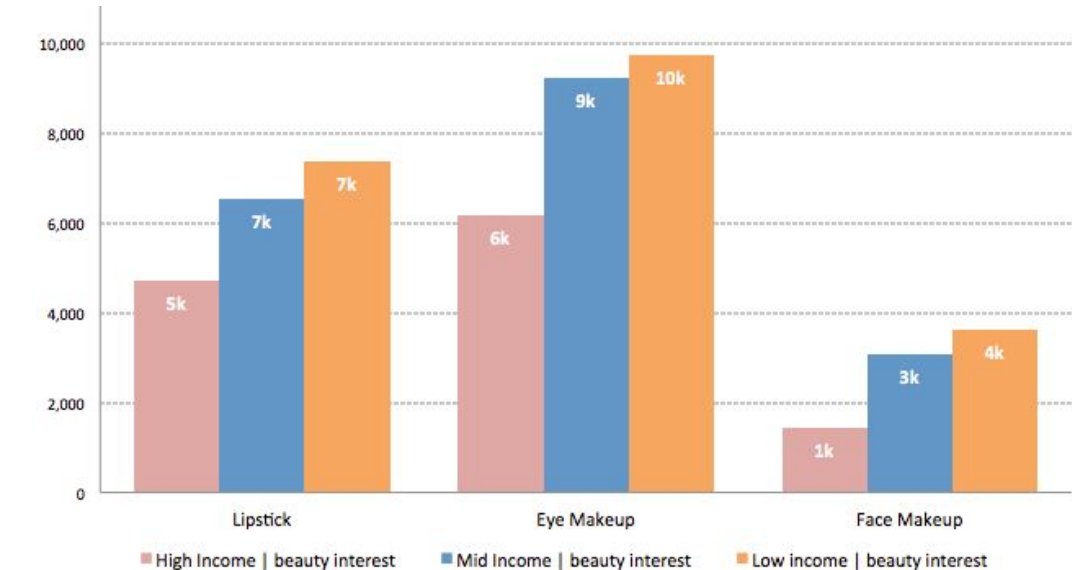
04

# Audience Insights by Income Segment

---



# Low and mid-income consumers posted more often and more positively about makeup.



Avg. Posts  
per Author per  
year

High Income

43

Mid Income

52

Low Income

53

Net Sentiment - Toward Beauty Terms



Net Sentiment - General Sentiments



# Top Conversation Drivers

High Income | beauty interest

Mid Income | beauty interest

Low income | beauty interest

## Lipstick

colors	550
lip gloss	370
kit	290
Balm	280
lip balm	270
red lipstick	240
buy	210
	170
shade	160
put on	150

gloss	800
color	670
	380
lip balm	370
	310
red lipstick	240
shade	230
face	190
life	180
girls	160

lip gloss	950
colors	810
lip balm	430
Red Lipstick	370
liquid lipstick	350
	280
	240
Red lips	230
kits	220
#lipstick	200

## Eye Makeup

mascara	2,210
eyes	2,020
eyeliner	2,000
eye makeup	640
eye shadow	430
smokey	310
smokey eyes	300
lashes	290
Cat Eyes	270
eyelashes	230

mascara	3,610
eyes	3,270
eyeliner	2,610
eye makeup	870
Smokey eye	630
Eye Shadows	630
Lashes	600
liner	370
black	360
CAT EYE	320

mascara	3,630
eyeliner	2,720
eye makeup	1,040
eye shadow	910
smokey eye	690
lashes	660
Free	530
eyelashes	470
colors	410
winged	380

## Face Makeup

foundation	610
Contour	340
blush	260
cream	210
concealer	180
powder	160
highlighter	130
face	120
eyes	100
liquid foundation	70

foundation	1,430
contour	490
cream	460
concealer	340
skin	340
highlighter	280
lips	230
mascara	230
face	230
BB cream	180

foundation	1,680
Cream	550
blush	460
powder	440
Concealer	380
face	370
lip	290
BB cream	270
Eyes	210
eyeshadow	210

# Top Brands

High Income | beauty interest

Mid Income | beauty interest

Low income | beauty interest

## Lipstick

MAC	80
Sephora	80
#urban decay	30
#NARS	30
#burberry	20
Stiletto	20
Uita	20
Kat Von D	20
Chanel	20
Kiehl's	10

MAC	230
sephora	50
ColourPop	30
Splash	20
Kat Von D	20
@Smashbox	20
NYX	20
Nordstrom	20
@Maybelline	20
#Tarte	20

MAC	150
@Sephora	100
@Maybelline	60
@revlon	50
Urban Decay	50
smashbox	50
NYX	40
Uita	30
Kat Von D	30
@COVERGIRL	30

## Eye Makeup

Sephora	70
COVERGIRL	50
@Maybelline	40
#revlon	30
L'Oreal	20
Chanel	20
tarteist	20
#maurices	20
#Too faced	20
Target #ESVoxBox	10

Sephora	100
Maybelline	90
Chanel	60
COVERGIRL	60
Too Faced	40
Urban Decay	40
Revlon	40
#Rimmel London	40
Kat Von D	30
#MARC JACOBS BE	30

Maybelline	140
@COVERGIRL	100
L'Oreal	90
MAC	60
@zully	40
Rimmel	30
Sephora	30
Urban Decay	30
Clinique	30
Walmart	30

## Face Makeup

tarte	20
Maybelline	20
#nars	20
@sephora	20
Bobbi Brown	10
Kat Von D Shade	10
Kat Von D	10
Lip Lingerie	10
Sharpie	10
@BIRCHBOX	10

Maybelline	70
Urban Decay	40
@Sephora	40
Hourglass Cosme...	40
Marc Jacobs Beauty	30
Covergirl	30
NARS	20
Huda Beauty	20
#too faced cosm...	10
Luminato, EDIT ...	10

Sephora	80
Maybelline	60
Too Faced	40
COVERGIRL	30
OPI	30
Milani Blush	30
Urban Decay	30
Milani	30
OPI Nail Polish	30
@amazon	30

05

# Appendix

---

# Appendix

**Sources:** Aggregate social data collected from the public web (excluding Tumblr) via NetBase, October 2017.

**Date Ranges:**

Primary: April 15, 2017 - October 15, 2017

Secondary: October 15, 2016 - April 14, 2017

**Notes**

- Topics: Lipstick; Eye Makeup; Face.
- Income segments are based on buyer persona median incomes:  
Low: 0 – 50k; Mid: 50k to 70k; High 70k+.