

Top 50 DTC Brands Crushing It On TikTok

About: NextBrand helps you discover the fastest growing direct-to-consumer brands based on site traffic data. This is an exclusive analysis on the top performing direct-to-consumer brands on TikTok (as of May 2021).
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CATEGORY	RANK*	BRAND	HASHTAG VIEWS	ACCOUNT FOLLOWERS	ACCOUNT LIKES	WEBSITE	TIKTOK HASHTAG	TIKTOK ACCOUNT
Cosmetics / skincare	3	Jeffree Star	1,900,000,000	2,000,000	7,600,000	jfrstok.com	https://www.tiktok.com/tag/jeffreestar	https://www.tiktok.com/@jeffreestar
Cosmetics / skincare	4	Young Nails	1,100,000,000	2,500,000	79,200,000	youngnails.com	https://www.tiktok.com/tag/youngnails	https://www.tiktok.com/@youngnailsinc
Cosmetics / skincare	5	Florence By Mills	671,300,000	1,200,000	24,700,000	florencemills.com	https://www.tiktok.com/tag/florencemills	https://www.tiktok.com/@florencemills
Cosmetics / skincare	6	Kylie Cosmetics	588,400,000	1,900,000	8,000,000	kyliecosmetics.com	https://www.tiktok.com/tag/kyliecosmetics	https://www.tiktok.com/@kyliecosmetics
Cosmetics / skincare	7	Morphe	566,500,000	1,200,000	12,000,000	morphe.com	https://www.tiktok.com/tag/morphe	https://www.tiktok.com/@morpheofficial
Cosmetics / skincare	8	Glossier	384,800,000	109,200	2,200,000	glossier.com	https://www.tiktok.com/tag/glossier	https://www.tiktok.com/@glossier
Cosmetics / skincare	9	Boxycharm	365,600,000	602,800	16,700,000	boxycharm.com	https://www.tiktok.com/tag/boxycharm	https://www.tiktok.com/@boxycharm
Cosmetics / skincare	10	Fenty Beauty	336,700,000	815,700	10,700,000	fentybeauty.com	https://www.tiktok.com/tag/fentybeauty	https://www.tiktok.com/@fentybeauty
Cosmetics / skincare	11	ipsy	308,600,000	200,000	27,500,000	ipsy.com	https://www.tiktok.com/tag/ipsy	https://www.tiktok.com/@ipsy
Cosmetics / skincare	12	ColourPop	304,700,000	820,400	13,300,000	colorpop.com	https://www.tiktok.com/tag/colorpop	https://www.tiktok.com/@colorpopco
Cosmetics / skincare	13	Truly	289,800,000	1,500,000	34,100,000	trulybeauty.com	https://www.tiktok.com/tag/trulybeauty	https://www.tiktok.com/@trulybeauty
Cosmetics / skincare	15	Kylie Skin	268,300,000	641,500	4,500,000	kyleskin.com	https://www.tiktok.com/tag/kyleskin	https://www.tiktok.com/@kyleskin
Cosmetics / skincare	18	Inkbox	174,800,000	212,700	2,800,000	inkbox.com	https://www.tiktok.com/tag/inkbox	https://www.tiktok.com/@inkbox
Cosmetics / skincare	20	Starface	130,000,000	736,500	18,600,000	starface.world	https://www.tiktok.com/tag/starface	https://www.tiktok.com/@starface
Cosmetics / skincare	22	Milk	108,800,000	547,600	8,300,000	milkmakeup.com	https://www.tiktok.com/tag/milkmakeup	https://www.tiktok.com/@milkmakeup
Cosmetics / skincare	25	KKW Beauty	85,200,000	53,900	125,700	kkwbeauty.com	https://www.tiktok.com/tag/kkwbeauty	https://www.tiktok.com/@kkwbeauty
Cosmetics / skincare	29	FabFitFun	73,200,000	22,400	54,800	fabfitfun.com	https://www.tiktok.com/tag/fabfitfun	https://www.tiktok.com/@fabfitfun
Cosmetics / skincare	36	Item Beauty	53,200,000	278,400	3,100,000	itembeauty.com	https://www.tiktok.com/tag/itembeauty	https://www.tiktok.com/@itembeauty
Cosmetics / skincare	39	First Aid Beauty	48,900,000	11,600	79,800	firstaidbeauty.com	https://www.tiktok.com/tag/firstaidbeauty	https://www.tiktok.com/@firstaidbeauty
Cosmetics / skincare	42	Glow	47,100,000	122,400	1,500,000	glowrecipe.com	https://www.tiktok.com/tag/glowrecipe	https://www.tiktok.com/@glowrecipe
Cosmetics / skincare	43	Hera Cosmetics	39,000,000	49,300	2,100,000	heracosmetics.us	https://www.tiktok.com/tag/heracosmetics	https://www.tiktok.com/@heracosmetics
Food & beverage	32	TRUFF	59,900,000	121,700	1,700,000	truff.com	https://www.tiktok.com/tag/truff	https://www.tiktok.com/@truff
Food & beverage	33	Daily Harvest	58,600,000	101,700	617,400	dailyharvest.com	https://www.tiktok.com/tag/dailyharvest	https://www.tiktok.com/@dailyharvest
Food & beverage	37	Cirkul	52,700,000	9,831	3,348	cirkul.com	https://www.tiktok.com/tag/cirkul	https://www.tiktok.com/@cirkul
Food & beverage	41	Bun Gum	47,300,000	134,700	4,700,000	bungum.com	https://www.tiktok.com/tag/bungum	https://www.tiktok.com/@bungum
Food & beverage	46	Black Rifle	41,100,000	360,800	2,400,000	blackriflecoffee.com	https://www.tiktok.com/tag/blackriflecoffee	https://www.tiktok.com/@blackriflecoffee
Food & beverage	48	Hello Fresh	38,700,000	5,346	4,636	hellofresh.com	https://www.tiktok.com/tag/hellofresh	https://www.tiktok.com/@hellofresh
Food & beverage	49	Dream Pops	38,400,000	165,700	4,300,000	dreampops.com	https://www.tiktok.com/tag/dreampops	https://www.tiktok.com/@dreampops
Apparel	2	Gymshark	3,300,000,000	2,800,000	42,100,000	gymshark.com	https://www.tiktok.com/tag/gymshark	https://www.tiktok.com/@gymshark
Apparel	14	H&E	274,100,000	11,900	1,125	wearfigs.com	https://www.tiktok.com/tag/wearfigs	https://www.tiktok.com/@wearfigs
Apparel	16	Skims	231,600,000	136,200	2,200,000	skims.com	https://www.tiktok.com/tag/skims	https://www.tiktok.com/@skims
Apparel	23	Savage X Fenty	108,300,000	120,400	546,300	savage.com	https://www.tiktok.com/tag/savagefenty	https://www.tiktok.com/@savagefenty
Apparel	43	Shefit	44,100,000	178,000	4,000,000	shefit.com	https://www.tiktok.com/tag/shefit	https://www.tiktok.com/@shefit
Apparel	45	Chubbies	42,400,000	418,100	5,800,000	chubbiesshorts.com	https://www.tiktok.com/tag/chubbies	https://www.tiktok.com/@chubbiesshorts
Haircare	30	Function Of Beauty	65,900,000	26,000	743,500	functionofbeauty.com	https://www.tiktok.com/tag/functionofbeauty	https://www.tiktok.com/@functionofbeauty
Haircare	35	amika	53,300,000	3,499	4,370	loveamika.com	https://www.tiktok.com/tag/amika	https://www.tiktok.com/@loveamika
Haircare	38	Overtone	50,300,000	3,143	6,888	overtone.com	https://www.tiktok.com/tag/overtone	https://www.tiktok.com/@overtonehair
Accessories	31	4Ocean	63,200,000	751,000	9,700,000	4ocean.com	https://www.tiktok.com/tag/4ocean	https://www.tiktok.com/@4ocean
Accessories	44	Casely	43,700,000	40,700	497,900	getcasely.com	https://www.tiktok.com/tag/casely	https://www.tiktok.com/@get.casely
Accessories	50	MVMT	38,100,000	15,500	86,200	mvmt.com	https://www.tiktok.com/tag/mvmt	https://www.tiktok.com/@mvmt
For pets	26	Furbo	80,800,000	696	1,371	shop.furbo.com	https://www.tiktok.com/tag/furbo	https://www.tiktok.com/@furboamazon
For pets	27	Barfbox	78,400,000	83,700	932,900	barfbox.com	https://www.tiktok.com/tag/barfbox	https://www.tiktok.com/@barfbox
Other - Drinkware	1	Coldest	4,600,000,000	334,400	722,900	thecoldestwater.com	https://www.tiktok.com/tag/thecoldestwater	https://www.tiktok.com/@thecoldestwater
Other - Fitness equipment	17	Peloton	195,900,000	117,000,000	1,117,000,000	onepeloton.com	https://www.tiktok.com/tag/peloton	https://www.tiktok.com/@peloton
Other - Genetic test	21	23andMe	117,000,000	23andMe.com	23andMe.com	23andme.com	https://www.tiktok.com/tag/23andme	https://www.tiktok.com/@23andme
Other - Kids products	19	MEL Science	140,600,000	964,800	17,600,000	melscience.com	https://www.tiktok.com/tag/melscience	https://www.tiktok.com/@melscience
Other - Card games	24	We're Not Really Strangers	91,700,000	3,200,000	109,500,000	werenotreallystrangers.com	https://www.tiktok.com/tag/werenotreallystrangers	https://www.tiktok.com/@werenotreallystrangers
Other - Men's grooming	28	Manscaped	76,200,000	396,300	3,500,000	manscaped.com	https://www.tiktok.com/tag/manscaped	https://www.tiktok.com/@manscaped
Other - Dental care	34	Smile Direct Club	58,500,000	21,600	168,600	smiledirectclub.com	https://www.tiktok.com/tag/smiledirectclub	https://www.tiktok.com/@smiledirectclub
Other - Photography	40	Lensball	48,100,000	671	3,532	lensball.com	https://www.tiktok.com/tag/lensball	https://www.tiktok.com/@lensball

*By hashtag views

7 Winning TikTok Content Strategies



Below, you'll learn the fastest growing direct consumer brands based on site traffic data. This is an exclusive analysis on the top performing direct consumer brands on TikTok as of May 2021 and their content strategies. Browse through all brands by category on the site: <https://www.tiktok.com>

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BRAND/STRATEGY	BRAND	CATEGORY	ACCOUNT HASHTAG VIEWS	HASHTAG VIEWS	ACCOUNT VIEWS	ACCOUNT FOLLOWERS	ACCOUNT LINKS	SUBSCRIBES	TIKTOK HASHTAG	TIKTOK ACCOUNT
Cosmetics / Beauty	18 Fruity Beauty	Cosmetics / Skincare	245,100,000	29,400,000	1,900,000	12,100,000	12,100,000	270,000	#fruitybeauty	https://www.tiktok.com/@fruitybeauty
Cosmetics / Beauty	19 Truly	Cosmetics / Skincare	230,700,000	23,914,000	1,615,000	815,700	10,700,000	250,000	#truly	https://www.tiktok.com/@trulybeauty
Cosmetics / Beauty	20 Perfect	Cosmetics / Skincare	190,000,000	19,000,000	1,500,000	8,500,000	240,000,000	250,000	#perfectbeauty	https://www.tiktok.com/@perfectbeauty
Cosmetics / Beauty	21 Makeup	Cosmetics / Skincare	170,000,000	20,254,000	1,620,000	212,700	2,800,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	22 Skincare	Cosmetics / Skincare	170,000,000	18,000,000	1,500,000	180,000	150,000	250,000	#skincare	https://www.tiktok.com/@skincarebeauty
Cosmetics / Beauty	23 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	24 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	25 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	26 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	27 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	28 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	29 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	30 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	31 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	32 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	33 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	34 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	35 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	36 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	37 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	38 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	39 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	40 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	41 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	42 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	43 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	44 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	45 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	46 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	47 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	48 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	49 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty
Cosmetics / Beauty	50 Makeup	Cosmetics / Skincare	170,000,000	17,000,000	1,500,000	180,000	150,000	250,000	#makeup	https://www.tiktok.com/@makeupbeauty

*No hashtag view

CATEGORY	Feb 2021	May 2021		February 2021:	https://docs.google.com/spreadsheets/d/1uyUoooVkaCf0tF63lsxz17z9chFOZjgHHTb77MBE_/edit#gid=368841266
Cosmetics / skincare	22	21	-1		
Food & beverage	4	7	3		
Apparel	7	6	-1		
Haircare	3	3	0		
Accessories	1	3	2		
For pets	2	2	0		
Other	11	8	-3		
CONTENT STRATEGY	Feb 2021	May 2021			
Customers trying / reviewing product	19	21	2		
Mega-influencers using product	15	11	-4		
Domain expertise	4	5	1		
Engaging brand-created content	1	4	3		
Promotion from celebrity founder	6	4	-2		
Satisfying / ASMR content	3	4	1		
Affiliates making TikTok trends videos	3	1	-2		
HASHTAG VIEWS	Feb 2021	May 2021			
Minimum	12,400,000	38,100,000			
Max	2,500,000,000	4,600,000,000			
Average	184,430,000	359,676,000			
Median	53,050,000	83,000,000			
ACCOUNT / HASHTAG VIEWS	Feb 2021	May 2021			
Average	20%	20%			
	Feb 2021	May 2021			
23AndMe	Yes	Yes			
amika	Yes	Yes			
Barkbox	Yes	Yes			
Black Rifle	Yes	Yes			
Boxycharm	Yes	Yes			
Casely	Yes	Yes			
ColourPop	Yes	Yes			
Daily Harvest	Yes	Yes			
FabFitFun	Yes	Yes			
Fenty Beauty	Yes	Yes			
FIGS	Yes	Yes			
Florence By Mills	Yes	Yes			
Function Of Beauty	Yes	Yes			
Furbo	Yes	Yes			
Glossier	Yes	Yes			
Gymshark	Yes	Yes			
Inkbox	Yes	Yes			
Ipsy	Yes	Yes			
Jeffree Star	Yes	Yes			
KKW Beauty	Yes	Yes			
Kylie Cosmetics	Yes	Yes			
Kylie Skin	Yes	Yes			
Manscaped	Yes	Yes			
MEL Science	Yes	Yes			
Milk	Yes	Yes			
Morphe	Yes	Yes			
Overtone	Yes	Yes			
Peloton	Yes	Yes			
Savage X Fenty	Yes	Yes			
Skims	Yes	Yes			
Smile Direct Club	Yes	Yes			
Starface	Yes	Yes			
TRUFF	Yes	Yes			
We're Not Really Strangers	Yes	Yes			
Young Nails	No	Yes			
Truly	No	Yes			
item beauty	No	Yes			
First Aid Beauty	No	Yes			
Glow	No	Yes			
Hero Cosmetics	No	Yes			
Cirkul	No	Yes			
Run Gum	No	Yes			
Hello Fresh	No	Yes			
Dream Pops	No	Yes			
Shefit	No	Yes			
Chubbies	No	Yes			
4Ocean	No	Yes			
MVMT	No	Yes			
Coldest	No	Yes			
Lensball	No	Yes			
bh cosmetics	Yes	No			
Curology	Yes	No			
Doe Lashes	Yes	No			
Dormify	Yes	No			
Drunk Elephant	Yes	No			
Fabletics	Yes	No			
Glamnetic	Yes	No			
GrooveLife	Yes	No			
Homesick Candles	Yes	No			
Kulu	Yes	No			
Lashify	Yes	No			
Liquid Death	Yes	No			
Lovevery	Yes	No			
PANGAIA	Yes	No			
Paula's Choice	Yes	No			
Vessi Footwear	Yes	No			