

The left side of the image features an orange background with a vertical black line. Various beauty products are visible, including a brush, a ring, a tube, and a jar.

THE TOP 25

BREAKING- OUT BEAUTY BRANDS PREDICTED

FOR 2025

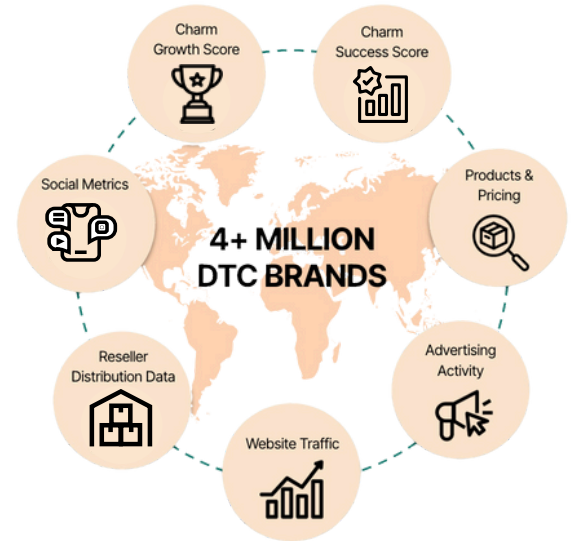
Presented by





Brand Discovery & Analysis for Merchandising, Prospecting & Sourcing

Charm is the world's most comprehensive dataset on ecommerce brands, leveraging AI & machine learning to track critical performance metrics for every brand online and on TikTok Shop.



Coverage on Every Major Product Category

- Apparel & Accessories
- Arts & Entertainment
- Automotive
- Baby & Toddler
- Beauty
- Business & Industrial
- Consumer Electronics
- Footwear (Athletic & Fashion)
- Grocery, Food & Beverage
- Health & Wellness
- Home Improvement & Garden
- Household Products
- Housewares & Appliances
- Party Supplies
- Pet
- Sports & Outdoor
- Tobacco
- Toys & Games

Retailers



Brand Discovery for Curated Merchandising

Make data-driven merchandising and brand portfolio decisions to satisfy customers.

Agencies



Prospecting for Brand Customers

Fill your pipeline with the highest potential target brands that perfectly match your ICP.

B2B SaaS

3PL's

Investors



Sourcing & Diligence on Brand Investments

Discover and evaluate investments with comprehensive brand analytics.

Wayflyer

"You could argue that all our revenue comes from Charm. Data coverage & quality [is] the best compared to all the tools we've looked at. At a price point that makes sense for us as well, so it's a no-brainer."



Pauric McGorry
Director of Sales Operations

FAIRE

"Charm has provided incredibly unique insights into the retail landscape that our team can put into action."



Sara Ittelson
Head of Partnerships

Book a Demo Today



USING CHARM DATA TO FIND BREAKING OUT BRANDS THAT ARE ON THE CUSP OF MAKING IT BIG IN 2025

Find Breaking Out Brands in The Ecommerce Space



The [Charm](#) Team identified the top 25 breaking-out DTC brands by using [Charm's Prospector](#). By searching across the beauty category for brands with a high Charm Growth Score™ and a moderate Charm Success Score™ we identified brands that are growing fast but haven't reached peak success. These brands are on the cusp of making it big right now and may just become household names in 2025.

Rank Brands Based on The Charm Growth Score™

A screenshot of the Charm Prospector web application. At the top, it says 'Brands - 40,553 Results' and has a search bar 'Search by brand name or URL'. There is an 'Export' button. Below is a table with columns: Brand Name, Charm Category, Charm Growth Score™, and Charm Success Score™. The table lists several brands with their respective categories and scores. At the bottom, there is a pagination bar showing '< 1 2 3 4 5 ... 200 >'.

Brand Name	Charm Category	Charm Growth Score™	Charm Success Score™
<input type="checkbox"/> Temu		100 ▲	100 ▲
<input type="checkbox"/> DailyDev	Apparel and Accessories	100 ▲	99.6 ▼
<input type="checkbox"/> Commense	Apparel and Accessories	100 ▲	99.9 ▲
<input type="checkbox"/> Beautyofjoseon	Beauty	100 ▲	99.9 ▲
<input type="checkbox"/> Crocs Shoes	Footwear (Athletic and Fashion)	100 ▲	100 ▲
<input type="checkbox"/> Stylevana	Health and Wellness	100 ▲	99.9 ▲
<input type="checkbox"/> Air Up	Household Products, Grocery, Food and Beverage	100 ▲	99.9 ▲
<input type="checkbox"/> Gate	Business and Industrial	100 ▲	99.9 ▼

The Charm Team has ranked these breaking-out beauty brands based on The Charm Growth Score™. This score calculates growth based on social media growth, website traffic, and more. The score indicates that the brand is growing X percentile faster than other brands.

THE TOP 25 BREAKING-OUT BEAUTY BRANDS PREDICTED FOR 2025

1. SHISEIDO
2. Parfums Christian Dior
3. Gisou
4. ELEVEN AUSTRALIA
5. Drunk Elephant
6. Paul Mitchell
7. Birchbox
8. Rosalique
9. Apres Nai
10. Masglo
11. Plum Goodness
12. Ovegan Curls
13. AUTEUR
14. P. Louise Cosmetics
15. Sassy Saints - Brings The Salon Home
16. The Ayurveda Experience
17. Frownies
18. Magianatural
19. Pixi Beauty
20. Skin Pharmacy
21. O Boticari
22. RevitaLash
23. Arabian Oud
24. InaEssentials
25. WelleCo

1. SHISEIDO

Shiseido is a renowned Japanese cosmetics company with a significant presence in Singapore. Established in 1872, it offers a wide range of skincare, makeup, and fragrance products that blend Eastern aesthetics with Western science. In Singapore, Shiseido provides tailored beauty solutions to meet the diverse needs of its clientele.



92.0

Charm Growth Score™

79.9

Charm Success Score™

Growth by Channel

Instagram
Growth



96th
Percentile

Facebook
Growth



100th
Percentile

TikTok
Growth



92nd
Percentile

Social
Advertising



93rd
Percentile

Online
Resellers



99th
Percentile

Sample Products



Synchro Skin Radiant Lifting
Foundation



Refreshing Cleansing Sheets



RevitalEssence Skin Glow Primer

2. PARFUMS CHRISTIAN DIOR

As a subsidiary of the iconic French luxury brand, Parfums Christian Dior manages the distribution and marketing of Dior's fragrances and beauty products in Hong Kong. Dior is celebrated for its timeless elegance and innovative beauty solutions, offering a range of perfumes, skincare, and makeup that embody sophistication and luxury.



92.0

Charm Growth Score™

70.0

Charm Success Score™

Growth by Channel

Instagram
Growth



99th
Percentile

Facebook
Growth



100th
Percentile

TikTok
Growth



94th
Percentile

Website
Traffic



85th
Percentile

Social
Advertising



87th
Percentile

Sample Products



Ambre Nuit



DIOR HOMME SPORT



Dior Homme

3. GISOU

Gisou is a Dutch haircare brand founded by influencer Negin Mirsalehi. The brand is known for its honey-infused products, leveraging Mirsalehi's family heritage in beekeeping. Gisou offers a range of hair oils, masks, and styling products that aim to nourish and enhance hair's natural beauty.



91.5

Charm Growth Score™

69.8

Charm Success Score™

Growth by Channel

Instagram
Growth



100th
Percentile

Facebook
Growth



95th
Percentile

TikTok
Growth



97th
Percentile

Website
Traffic



86th
Percentile

Social
Advertising



87th
Percentile

Sample Products



Repair & Strength Care



Honey Gloss Hair Trio Gift Set



Prep & Prime Pack

4. ELEVEN AUSTRALIA

ELEVEN Australia is a haircare and lifestyle brand that embodies the Australian lifestyle. Co-founded by Australian hairstylist Joey Scandizzo, the brand offers a range of hair and body products that are simple to use and effective, with a focus on high-performance ingredients.



87.9

Charm Growth Score™

81.6

Charm Success Score™

Growth by Channel

Instagram
Growth



74th
Percentile

Facebook
Growth



70th
Percentile

TikTok
Growth



81st
Percentile

Website
Traffic



82nd
Percentile

Online
Resellers



94th
Percentile

Sample Products



Smooth Me Now Thermal Spray



Limited Edition Gold Miracle
Treatment



Miracle Hair Mask Lt Ed 500ml

5. DRUNK ELEPHANT

Drunk Elephant is a U.S.-based skincare brand known for its commitment to using biocompatible ingredients. In Singapore, Drunk Elephant offers a range of skincare products free from what they call the "Suspicious 6": essential oils, drying alcohols, silicones, chemical sunscreens, fragrances/dyes, and SLS. Their philosophy centers on creating products that are effective and safe for all skin types.



89.6

Charm Growth Score™

69.9

Charm Success Score™

Growth by Channel

Instagram
Growth



98th
Percentile

Facebook
Growth



97th
Percentile

TikTok
Growth



94th
Percentile

Website
Traffic



88th
Percentile

Social
Advertising



72nd
Percentile

Sample Products



Bora Barrier™ Repair Cream



Umbra Mineral Cream SPF 30



A-Shaba Complex™ Eye Serum

6. PAUL MITCHELL

Paul Mitchell is a well-established American haircare brand co-founded by hairstylist Paul Mitchell and businessman John Paul DeJoria in 1980. The brand offers a wide range of professional haircare products, including shampoos, conditioners, styling products, and hair color. Paul Mitchell is also known for its commitment to sustainability and cruelty-free practices.



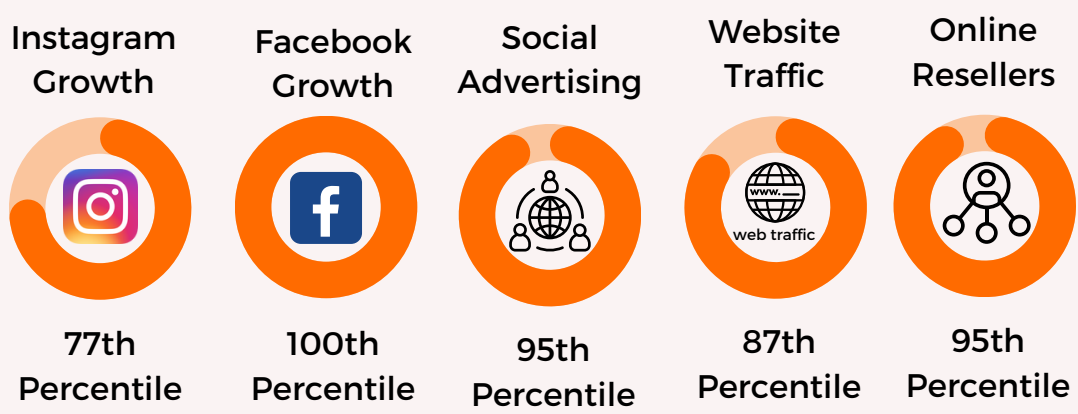
88.5

Charm Growth Score™


67.4

Charm Success Score™


Growth by Channel




Sample Products



CLEAN BEAUTY Color Protect Shampoo



BOND RX Shampoo



LAVENDER MINT Deep Conditioning Mineral Hair Mask in der Tube

7. BIRCHBOX

Birchbox is a subscription-based beauty brand that offers personalized monthly boxes filled with sample-sized skincare, haircare, and makeup products. The brand aims to introduce customers to new and innovative beauty products tailored to their individual preferences and needs.



88.5

Charm Growth Score™

58.9

Charm Success Score™

Growth by Channel

Instagram
Growth



94th
Percentile

Facebook
Growth



100th
Percentile

Social
Advertising



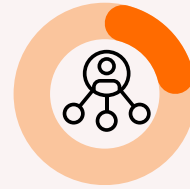
94th
Percentile

Website
Traffic



89th
Percentile

Online
Resellers



25th
Percentile

Sample Products



Opium Eau de Toilette



Crème de jour anti-âge riche des Reines



Crème de teint SPF50 peaux mates ou noires

8. ROSALIQUE

Rosalique is a skincare brand specializing in products designed to address redness and sensitive skin. Their flagship product, the 3-in-1 Anti-Redness Miracle Formula, combines concealing, treating, and protecting properties to help individuals with rosacea and redness-prone skin.



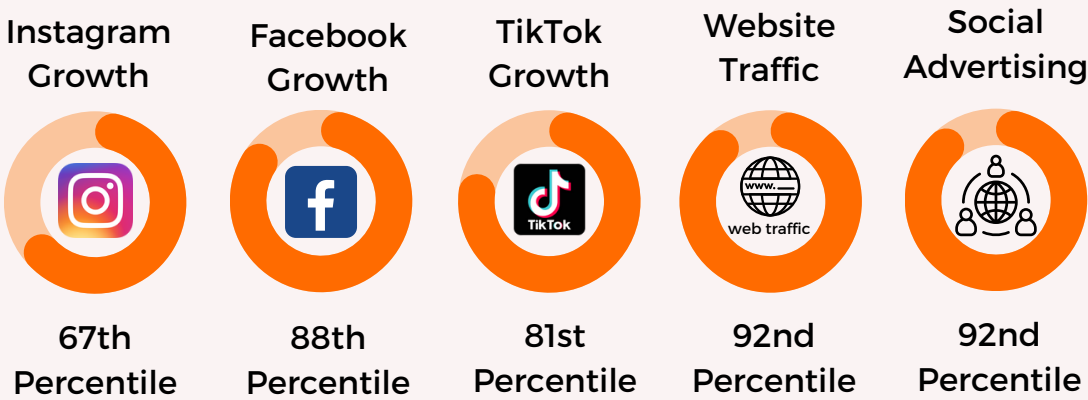
88.2

Charm Growth Score™

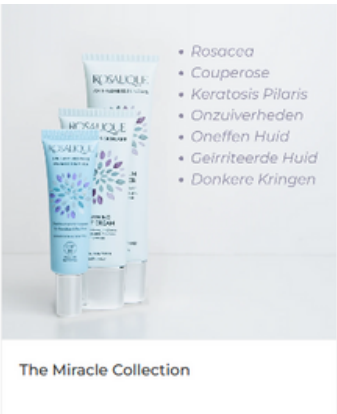
69.5

Charm Success Score™

Growth by Channel



Sample Products



9. APRES NAIL

Après Nail is a brand known for revolutionizing the nail industry with its Gel-X system, the first soft gel nail extension system. In Japan, Après Nail offers a range of products, including gel colors, nail art accessories, and tools, catering to both professionals and enthusiasts seeking high-quality nail solutions.

après

88.1

Charm Growth Score™

68.9

Charm Success Score™

Growth by Channel

Instagram
Growth



83rd
Percentile

Facebook
Growth



97th
Percentile

TikTok
Growth



90th
Percentile

Website
Traffic



89th
Percentile

Social
Advertising



73rd
Percentile

Sample Products



Eggplant Emoji - 336



Breathless - 402



Aster Family - 341

10. MASGLO

Masglo is a Colombian brand renowned for its professional nail care products. They offer a wide range of nail polishes, treatments, and accessories, known for their quality and vibrant colors. Masglo is a favorite among Latin American nail professionals and has expanded its presence internationally.



88.0

Charm Growth Score™

60.0

Charm Success Score™

Growth by Channel

Instagram
Growth



95th
Percentile

Facebook
Growth



100th
Percentile

Social
Advertising



85th
Percentile

Website
Traffic



85th
Percentile

Online
Resellers



86th
Percentile

Sample Products



CÁLIDA - ESMALTE
SEMIPERMANENTE MASGLO
PROFESSIONAL GEL POLISH 7 ML
CREMOSO - GAMA VIOLETA



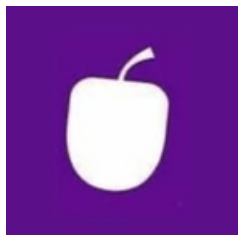
BUILDER GEL NUDE MASGLO
PROFESSIONAL 14 ML



CAZADORA - ESMALTE
SEMIPERMANENTE MASGLO
PROFESSIONAL GEL POLISH 7 ML
PERLADO EFECTO CAT EYE- GAMA
VIOLETA

11. PLUM GOODNESS

Plum Goodness is an Indian beauty brand that focuses on creating skincare, haircare, and body care products that are 100% vegan and cruelty-free. They emphasize the use of natural ingredients and are committed to sustainability, offering a range of products free from harmful chemicals.



88.0

Charm Growth Score™

69.3

Charm Success Score™

Growth by Channel

Instagram
Growth



96th
Percentile

Facebook
Growth



98th
Percentile

Social
Advertising



96th
Percentile

Website
Traffic



89th
Percentile

Sample Products



Cheek-A-Boo Shimmer Blush--128
Plum intended



10% Niacinamide Face Serum with
Rice water



2% Niacinamide & Rice Water Gel
Cream - Pack of 2

12. OVEGAN CURLS

Ovegán is a brand specializing in vegan haircare products, particularly catering to curly hair. They offer a range of products formulated without animal-derived ingredients, focusing on nourishing and enhancing natural curls.

OVEGAN

87.9

Charm Growth Score™

65.4

Charm Success Score™

Growth by Channel

Instagram
Growth



98th
Percentile

Facebook
Growth



99th
Percentile

TikTok
Growth



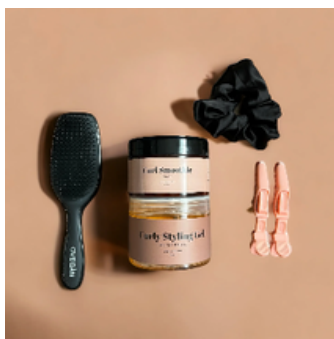
85th
Percentile

Website
Traffic



89th
Percentile

Sample Products



Essentials Bundle



NEW Hair Growth TRIO



OG Curly Styling Gel

13. AUTEUR

AUTEUR is a luxury skincare brand that combines advanced science with high-quality ingredients to create effective skincare solutions. They offer a range of products aimed at addressing various skin concerns, with a focus on anti-aging and skin rejuvenation.



87.5

Charm Growth Score™

53.3

Charm Success Score™

Growth by Channel

Instagram
Growth



88th
Percentile

Facebook
Growth



95th
Percentile

Social
Advertising



69th
Percentile

Website
Traffic



89th
Percentile

Online
Resellers



93rd
Percentile

Sample Products



Definitive Hyaluron Activator 15ml -
Reward



Superlative Shampoo



Definitive Collagen Activator Serum -
7ml

14. P. LOUISE COSMETICS

P. Louise Cosmetics is a UK-based makeup brand founded by makeup artist Paige Louise. The brand is known for its vibrant eyeshadow palettes and the popular P. Louise Base, an eyeshadow primer that has gained a cult following among makeup enthusiasts.



87.5

Charm Growth Score™

69.4

Charm Success Score™

Growth by Channel

Instagram
Growth



97th
Percentile

Facebook
Growth



99th
Percentile

TikTok
Growth



94th
Percentile

Website
Traffic



51st
Percentile

Social
Advertising



83rd
Percentile

Sample Products



P. Louise Bad Bitch Energy Bag



P. Louise A Blend To Remember Brush Bundles



P. Louise Bad Bitch Body Mist

15. SASSY SAINTS - BRINGS THE SALON HOME

Sassy Saints is a beauty brand that aims to bring the salon experience to the comfort of your home. They offer a range of DIY beauty kits and products, allowing customers to achieve professional-quality results without visiting a salon.



87.4

Charm Growth Score™

67.9

Charm Success Score™

Growth by Channel

Instagram
Growth



99th
Percentile

Facebook
Growth



99th
Percentile

Website
Traffic



86th
Percentile

Social
Advertising



98th
Percentile

Sample Products



Beige Bombshell Nail Art Polish



Blue Breeze Chrome Base Powder



Blush Bliss Chrome Base Powder

16. THE AYURVEDA EXPERIENCE

The Ayurveda Experience is a platform dedicated to Ayurvedic wellness and beauty products. They offer a range of skincare, haircare, and wellness products formulated based on traditional Ayurvedic principles, aiming to promote holistic health and beauty.



87.2

Charm Growth Score™

59.9

Charm Success Score™

Growth by Channel

Instagram
Growth



96th
Percentile

Facebook
Growth



100th
Percentile

Social
Advertising



87th
Percentile

Website
Traffic



70th
Percentile

Online
Resellers



85th
Percentile

Sample Products



Ajara Sandalwood Rose Age Defying
Night-Time Eye Butter



Balaayah Black Gram Body Booster -
An Ayurvedic Body Oil for Dry, Mature,
Aging Skin



Ajara Tulsi Mint Tonifying Eye Gel

17. FROWNIES

Frownies is a skincare brand known for its facial patches designed to reduce the appearance of fine lines and wrinkles. In the UK, Frownies offers these non-invasive patches that work by gently re-educating the underlying muscles to provide a smoother appearance.



87.2

Charm Growth Score™

66.3

Charm Success Score™

Growth by Channel

Instagram
Growth



61st
Percentile

Facebook
Growth



99th
Percentile

TikTok
Growth



89th
Percentile

Website
Traffic



87th
Percentile

Social
Advertising



90th
Percentile

Sample Products



Bundle - Forehead & Between Eyes
Wrinkle Patches with Rose Water
Spray



Bundle - Corners of Eyes & Mouth
Facial Patches with Rose Water Spray



Apple Serum-Malus Domestica-Apple
Stem Cell Extract

18. MAGIA NATURAL

Magia Natural is a Colombian brand specializing in natural skincare and beauty products. They focus on using locally sourced, natural ingredients to create products that promote healthy skin and hair.



87.1

Charm Growth Score™

68.1

Charm Success Score™

Growth by Channel

Instagram
Growth



95th
Percentile

Facebook
Growth



95th
Percentile

Social
Advertising



93rd
Percentile

Website
Traffic



91st
Percentile

Sample Product



AGUA MICELAR CON ROSAS
300ml



BRUMA FACIAL DÉTOX
HIDRATANTE 65gr



CREMA FACIAL DE HIDRATACIÓN
PROFUNDA 30gr

19. PIXI BEAUTY

Pixi Beauty is a UK-based cosmetics brand known for its skincare and makeup products that aim to bring out the natural beauty in everyone. In Canada, Pixi offers a range of products, including their famous Glow Tonic, that are designed to be simple, effective, and infused with botanicals.



87.1

Charm Growth Score™

70.0

Charm Success Score™

Growth by Channel

Instagram
Growth



98th
Percentile

Facebook
Growth



99th
Percentile

TikTok
Growth



95th
Percentile

Social
Advertising



81st
Percentile

Sample Products



Mattelast Liquid Lip



Beauty Blush Duo + Kabuki



Soothing Morning Set

20. SKIN PHARMACY

Skin Pharmacy is a UK-based skincare brand that focuses on providing effective skincare solutions. They offer a range of products formulated with active ingredients aimed at addressing various skin concerns, such as aging, pigmentation, and acne. The brand emphasizes science-backed formulations to deliver visible results.



86.9

Charm Growth Score™

35.3

Charm Success Score™

Growth by Channel

Instagram
Growth



99th
Percentile

Facebook
Growth



98th
Percentile

Social
Advertising



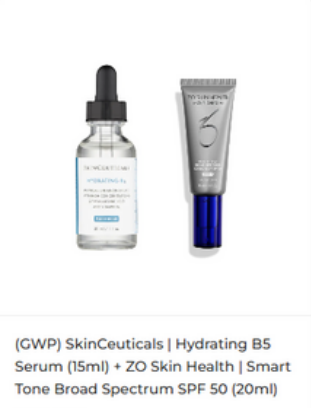
66th
Percentile

Website
Traffic



92nd
Percentile

Sample Products



(GWP) SkinCeuticals | Hydrating B5 Serum (15ml) + ZO Skin Health | Smart Tone Broad Spectrum SPF 50 (20ml)



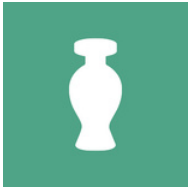
ALLSKIN MED | Pigment Control Plan



ALLSKIN MED | Exfoliating Shampoo (200ml)

21. O BOTICARIO

O Boticário is a Brazilian cosmetics company founded in 1977, known for its extensive range of beauty products, including perfumes, skincare, makeup, and haircare. With a strong commitment to sustainability and cruelty-free practices, the brand has expanded its presence globally, offering innovative and high-quality products to a diverse clientele.



86.9

Charm Growth Score™

69.6

Charm Success Score™

Growth by Channel

Instagram
Growth



99th
Percentile

Facebook
Growth



98th
Percentile

Social
Advertising



87th
Percentile

Website
Traffic



87th
Percentile

Sample Products



22. REVITALASH

RevitaLash® Cosmetics is a brand specializing in eyelash and eyebrow conditioning products. In Italy, RevitaLash Italia offers a range of products designed to enhance the natural beauty of lashes and brows, including their renowned RevitaLash® Advanced Eyelash Conditioner. The brand focuses on scientifically advanced formulations to promote the health and beauty of eyelashes and eyebrows.



86.9

Charm Growth Score™

69.7

Charm Success Score™

Growth by Channel

Instagram
Growth



94th
Percentile

Facebook
Growth



98th
Percentile

Social
Advertising



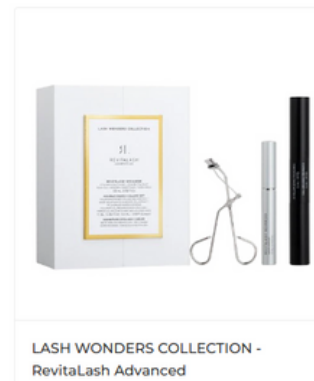
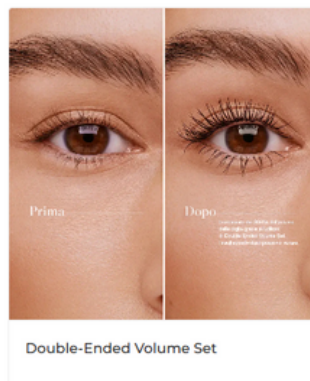
87th
Percentile

Website
Traffic



92nd
Percentile

Sample Products



23. ARABIAN OUD

Arabian Oud is a luxury fragrance brand established in 1982, specializing in oriental perfumes and oils. With a presence in France, the brand offers a diverse collection of fragrances for men and women, crafted from high-quality ingredients like oud, rose, and musk. Arabian Oud is renowned for its rich, long-lasting scents that reflect the essence of Middle Eastern perfumery.



86.9

Charm Growth Score™

59.9

Charm Success Score™

Growth by Channel

Instagram
Growth



96th
Percentile

Facebook
Growth



98th
Percentile

Social
Advertising



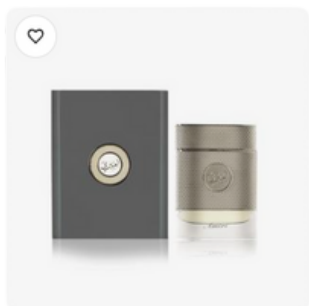
97th
Percentile

Online
Resellers

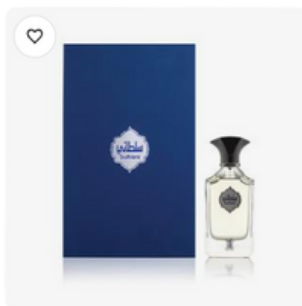


96th
Percentile

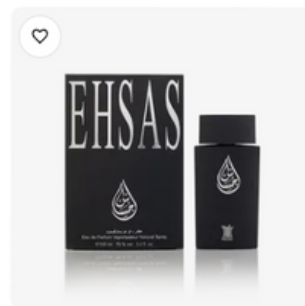
Sample Products



AMIRI 75ML



SULTANI 100ML



EHSAS 100ML

24. INAESSENTIALS

InaEssentials is a Bulgarian family-owned brand specializing in 100% organic cosmetics. With a strong emphasis on organic farming and production, the company offers a range of certified organic products, including their notable Hydrolina, obtained through primary distillation of freshly harvested plants. The brand is committed to providing natural solutions for various skin and hair concerns, with a satisfaction guarantee policy.



77.1

Charm Growth Score™

57.3

Charm Success Score™

Growth by Channel

Instagram
Growth



35th
Percentile

Facebook
Growth



100th
Percentile

Social
Advertising



69th
Percentile

TikTok
Growth



70th
Percentile

Sample Products



Dabigns Rožu Šampūns par Sausiem un Bojātiem matiem



Ģimenes komplekts mutes dobuma kopšanai - 3x Dūmu koka (Sumac) ūdens - Hydrolina



Sejas maska - Melissas Maskina - intensīva kopšana Sausai un Nogurušai ādai

25. WELLE CO

WelleCo is a premium wellness brand founded by supermodel Elle Macpherson, specializing in high-quality, plant-based supplements designed to support overall health and vitality. WelleCo's product lineup includes collagen boosters, protein powders, and sleep supplements, all crafted with clean, sustainably sourced ingredients.



77.1

Charm Growth Score™

68.8

Charm Success Score™

Growth by Channel

Instagram
Growth



99th
Percentile

Facebook
Growth



99th
Percentile

Social
Advertising



92nd
Percentile

Website
Traffic



86th
Percentile

Sample Products



Grey Hydrator Bottle



The Evening Elixir® Gold Teaspoon



The Evening Elixir® Subscriber Kit



Get even more ecommerce insights with a Charm account

[Book a Demo](#)