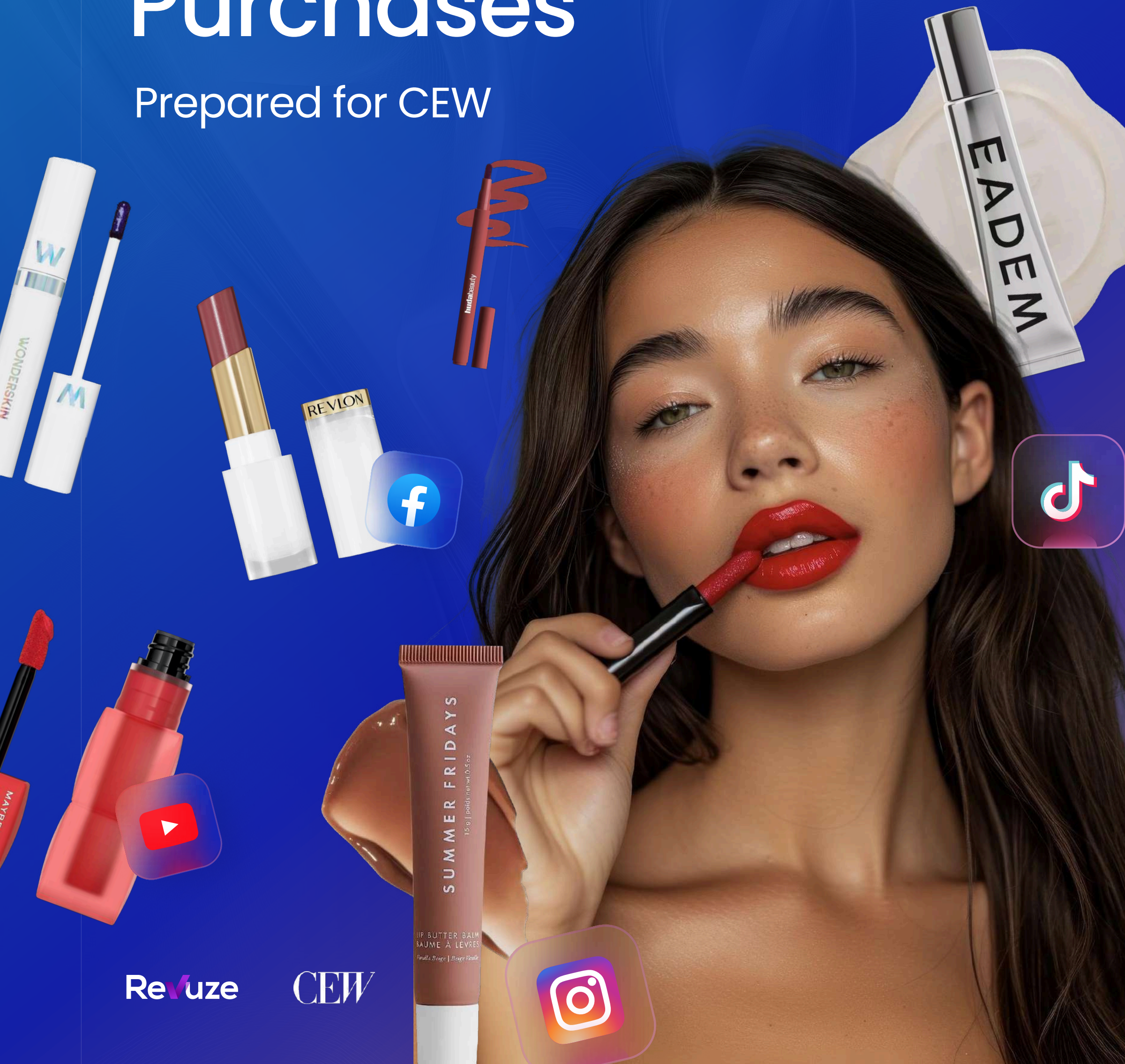


October 2025

Social Media Influence On Lipstick Purchases

Prepared for CEW



Revuze

CEW

Introduction

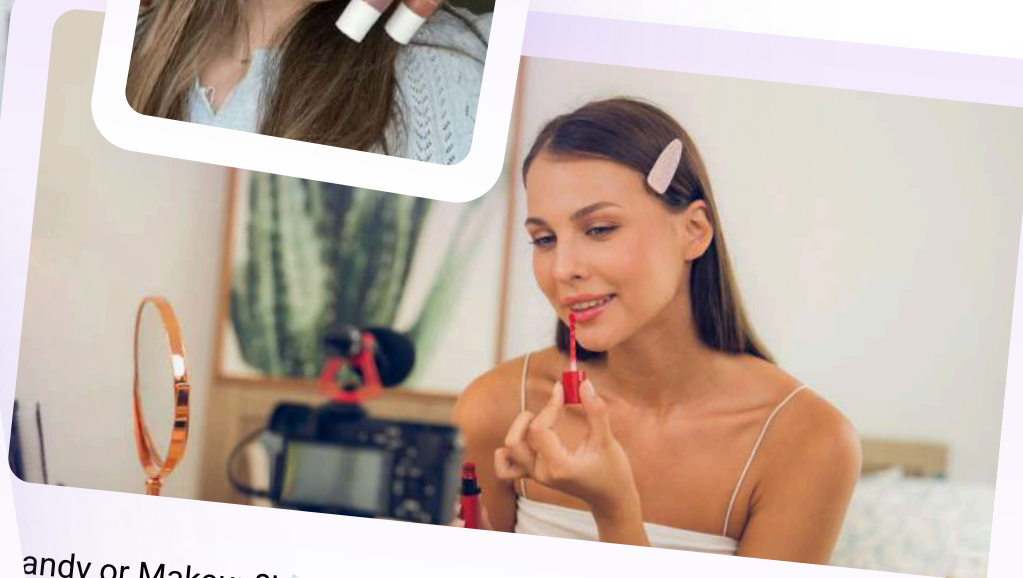
Over the past two years, social media has become a powerful force in shaping the lipstick category. Platforms **like TikTok, Instagram, and YouTube** and many others have transformed how consumers discover, evaluate, and ultimately purchase their lip products. From viral challenges to influencer tutorials, digital conversations drive both brand awareness and product trial, blurring the line between inspiration and conversion.



To understand how this influence plays out in the real world, Revuze analyzed **over 400,00 unique consumer reviews** across **16 major e-tailers** in the United States, capturing authentic post-purchase reactions. We uncover how social media hype translates into real-world sentiment, and which brands are benefiting from this trend.



New milk Jelly tiny review!



andy or Makeup?! Jelly Lip Tint from Milk Makeup REVIEW

Objective

Revuze analyzed **429,714 unique reviews** from 16 major e-tailers, including Walmart, Amazon, Ulta, Target, Walgreens, CVS, Sephora, and Nordstrom, across the Lip category (Lipstick, Lip Gloss, Lip Balms, Lip Liners, Lip Stain products) between September 2024 and August 2025.

This analysis expresses:

- 01

The impact of social media influence on purchase behaviors
- 02

Which brands benefit from social media discussion and discussion topics
- 03

Top-performing products driving these discussions



PERIOD

September 2025 - August 2025

VOICE OF CUSTOMER

429,714

SOURCES

The reviews were sourced from various major retailers, including:



Amazon



Walmart



Sephora



Target



Ulta



Walgreens



CVS



Nordstrom



Macy's



Dermstore



QVC



Bloomingdale's



SalonCentric



Dillard's



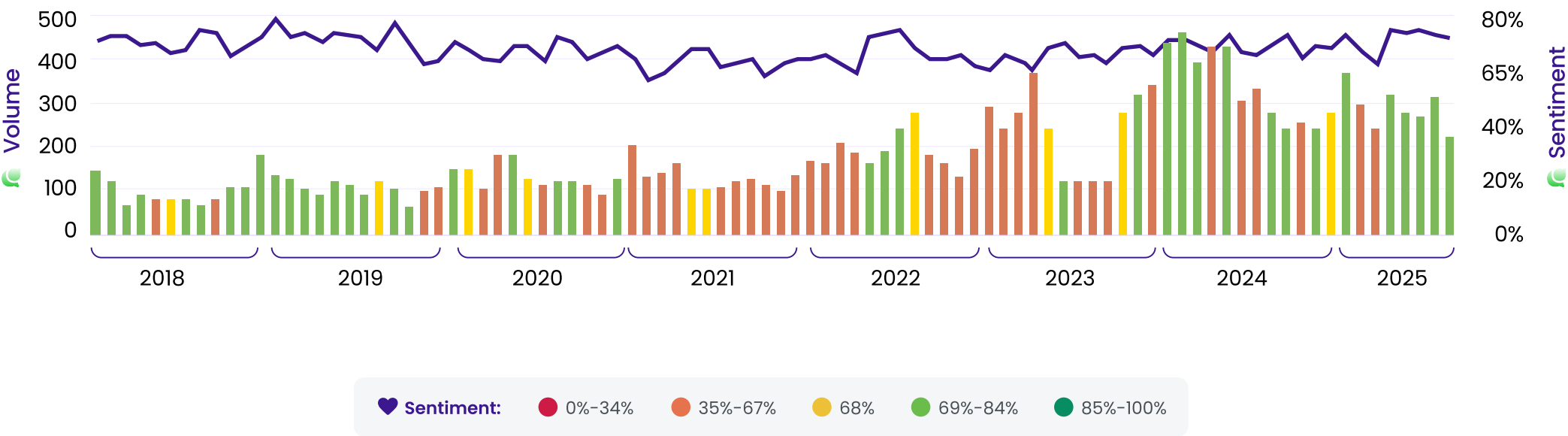
Beautycounter

Social Gains Influence In Purchase Decisions

Social media increasingly influences lipstick purchases, with mentions of “hype,” “viral,” “influencers,” and “TikTok”, etc. in reviews up 55%. While the evaluation period for the study was one year, the uptick in reviews has been evident in the last 24 months, as is indicated in the chart below.

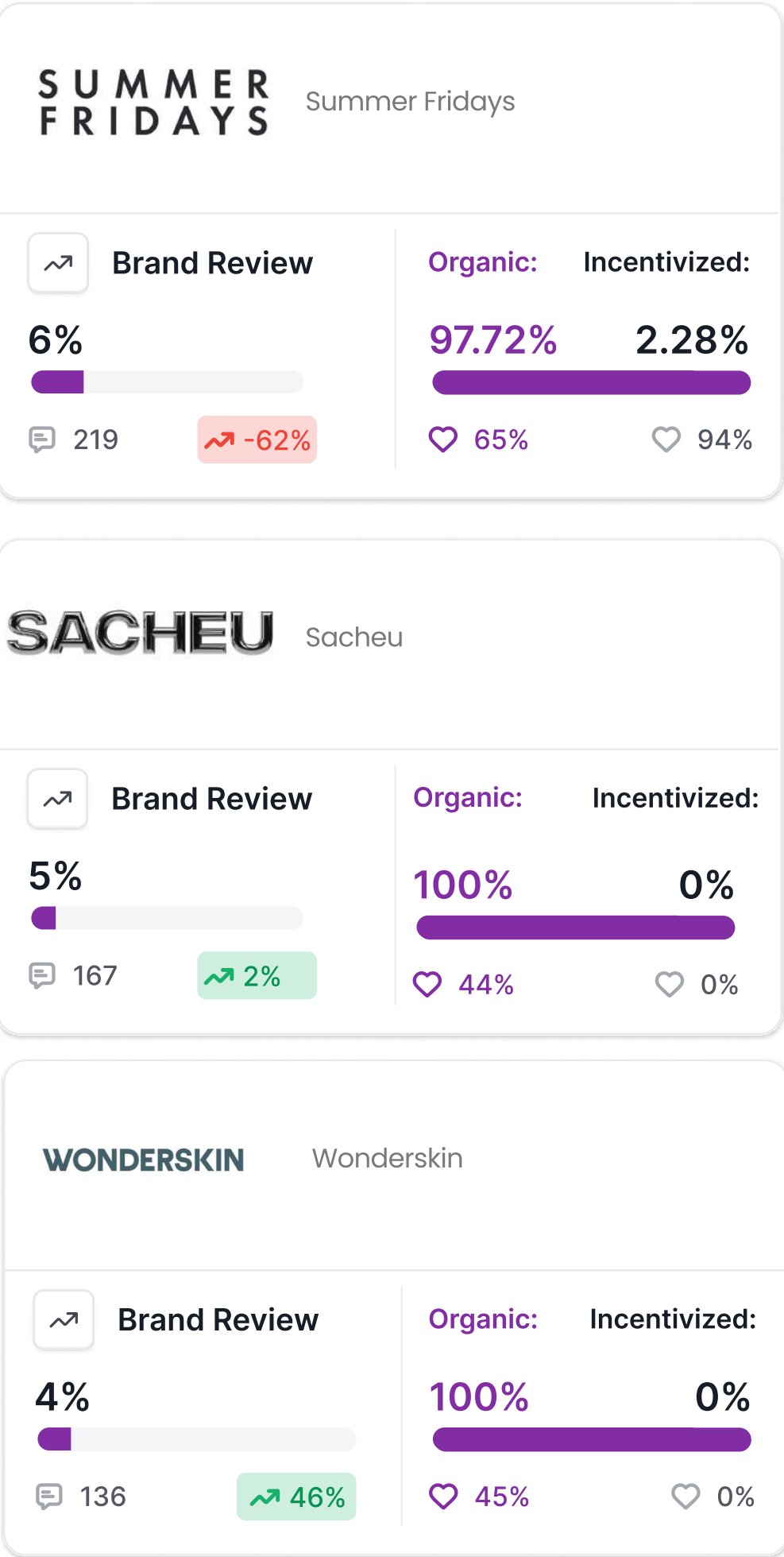
This is a clear indicator that online buzz directly shapes buying decisions. Evaluating post-purchase reviews helps us to understand what they actually value in the product once they’ve tried the trend.

Discussion Share & Sentiment



Reviews Mention Social Media: 3 Top Brands

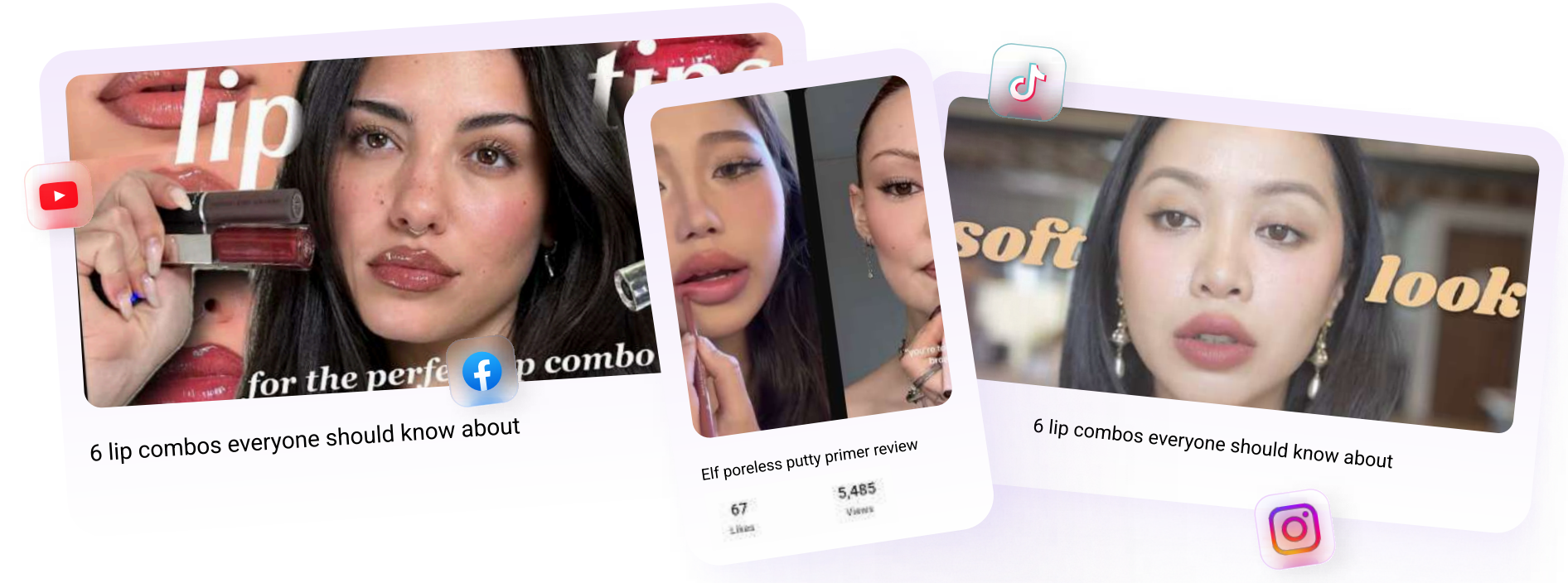
Niche lipstick brands are increasingly over-indexing on social media impact, driving high discussion volumes even when overall sentiment or momentum varies. This validates the fact that social share of voice is a key influence indicator, as smaller players like Summer Fridays, Sacheu, and Wonderskin punch above their weight.



Top Ten Topics: What Have Consumers Spoken About This Year

Trending topics like “Layering” (+72%) and “Blurred Lip” (+200%) are surging, fueled by influencer content and viral tutorials. Meanwhile, steady growth in “Natural Looking” (+36%) and “Ingredients/Infusions” (+24%) highlights consumers’ desire for products that balance trend-forward looks with authentic, care-driven benefits.

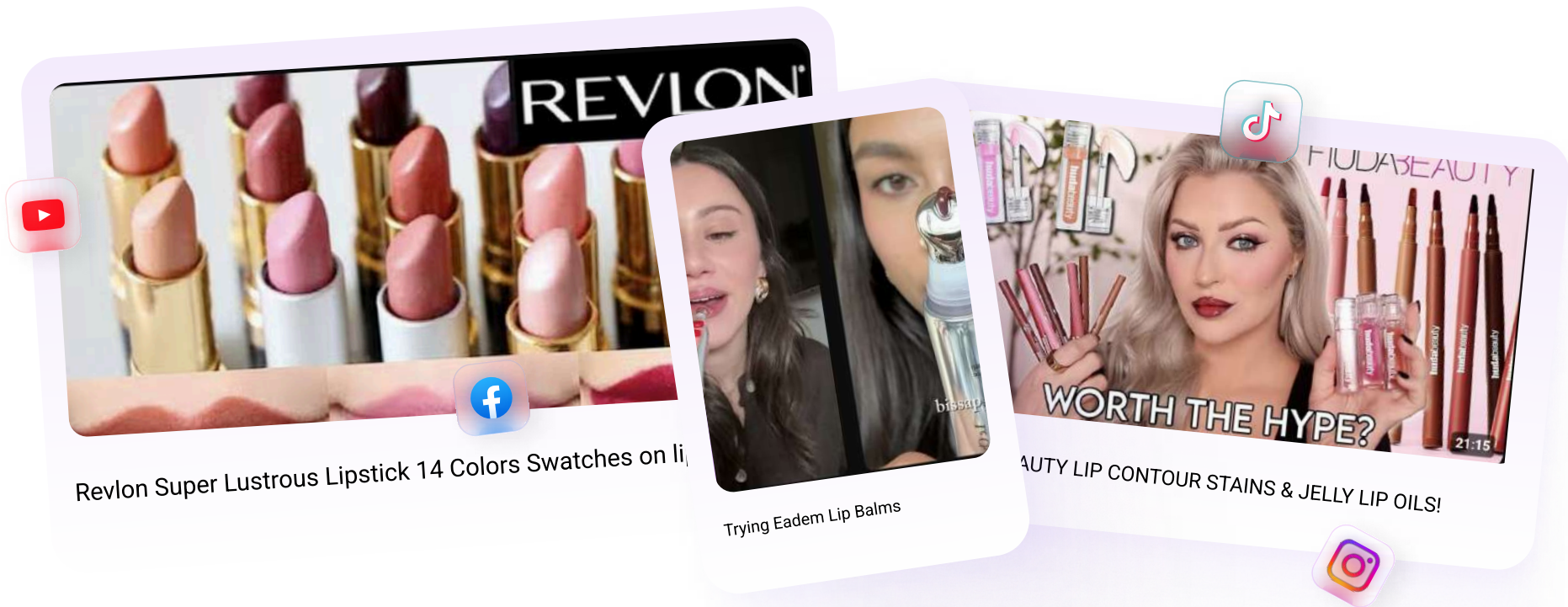
1	Ingredients Infusions	24%	2	Natural looking	36%
3	Layering	72%	4	Good Sheer Finish	26%
5	Perfect Nude Color	14%	6	Good Shimmer Finish	51%
7	Good Glitter Finish	31%	8	Bold Look	48%
9	Lip Peeling	25%	10	Blurred Lip	200%



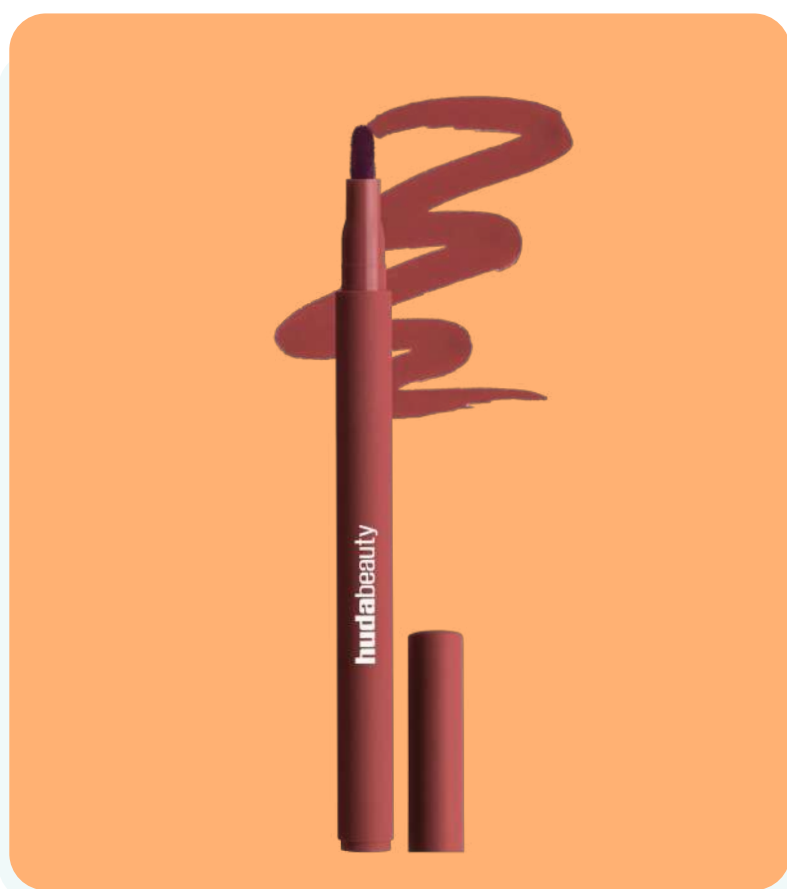
Top Ten Brands Impacted by Social Media Commentary

Social media momentum in the lipstick category is currently driven by brand-led innovation and new product launches, with standouts like Revlon (+154% YoY) and Huda Beauty (+294%) fueling online buzz. Emerging players such as EADEM (+700%) and Kulfi (+433%) show that fresh, buzzworthy launches can quickly elevate visibility and brand relevance across social platforms.

1	REVLON®	↗ 154%	2	HUDA BEAUTY	↗ 294%
3	WONDERSKIN	↗ 46%	4	MAYBELLINE NEW YORK	↗ 40%
5	EADEM	↗ 700%	6	OLEHENRIKSEN®	↗ 73%
7	VALENTINO	↗ 191%	8	rabanne	↗ 400%
9	kulfi	↗ 433%	10	nooni	↗ 163%



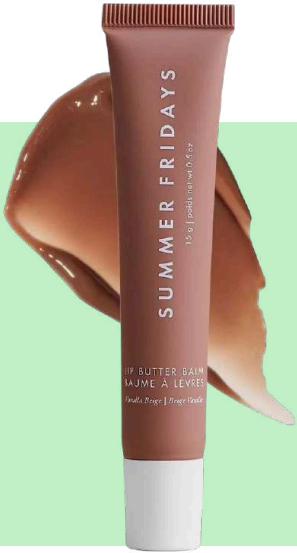
Consumer Experience vs Social Hype



Worth The Hype? What Products Caught Our Attention?

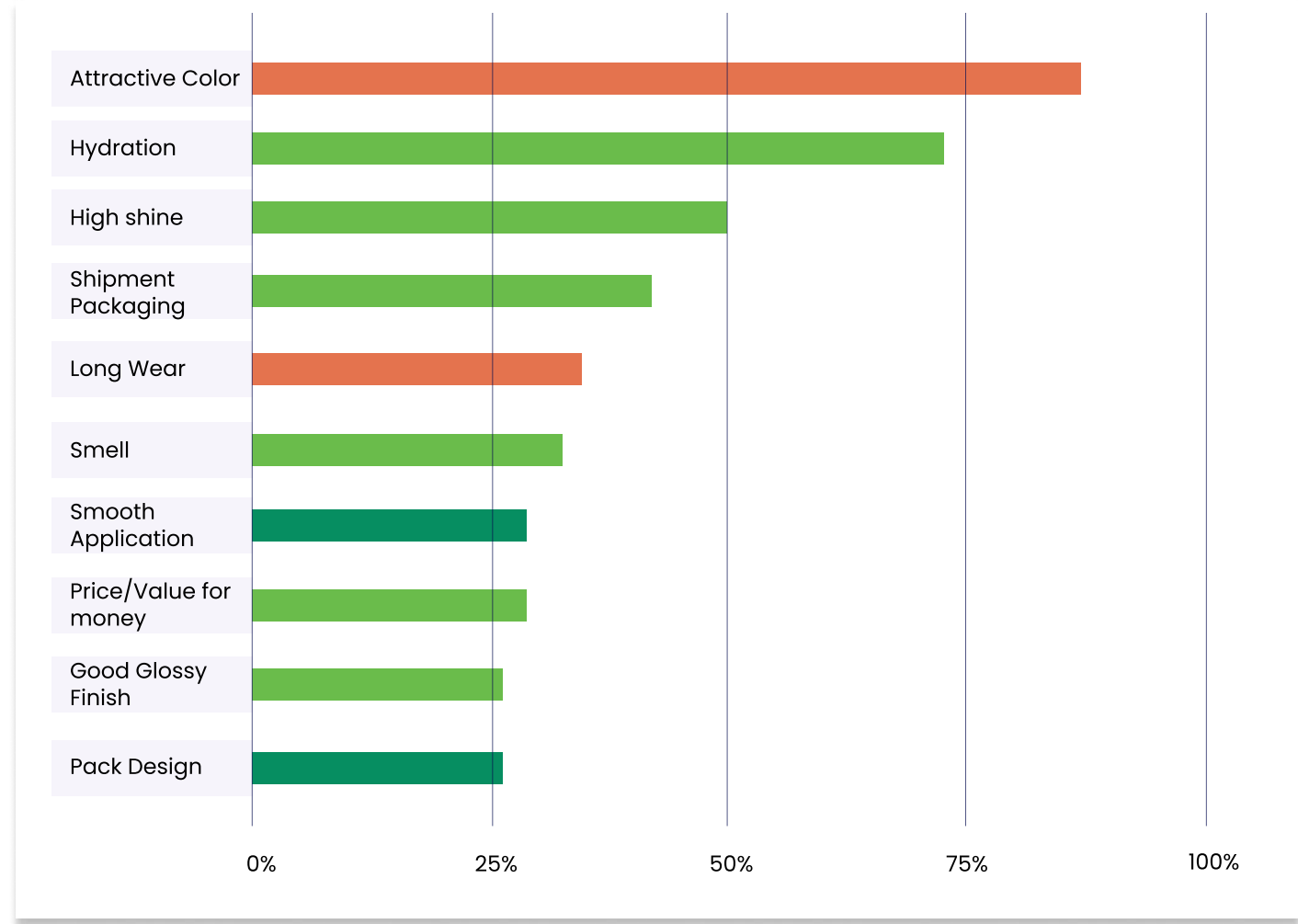
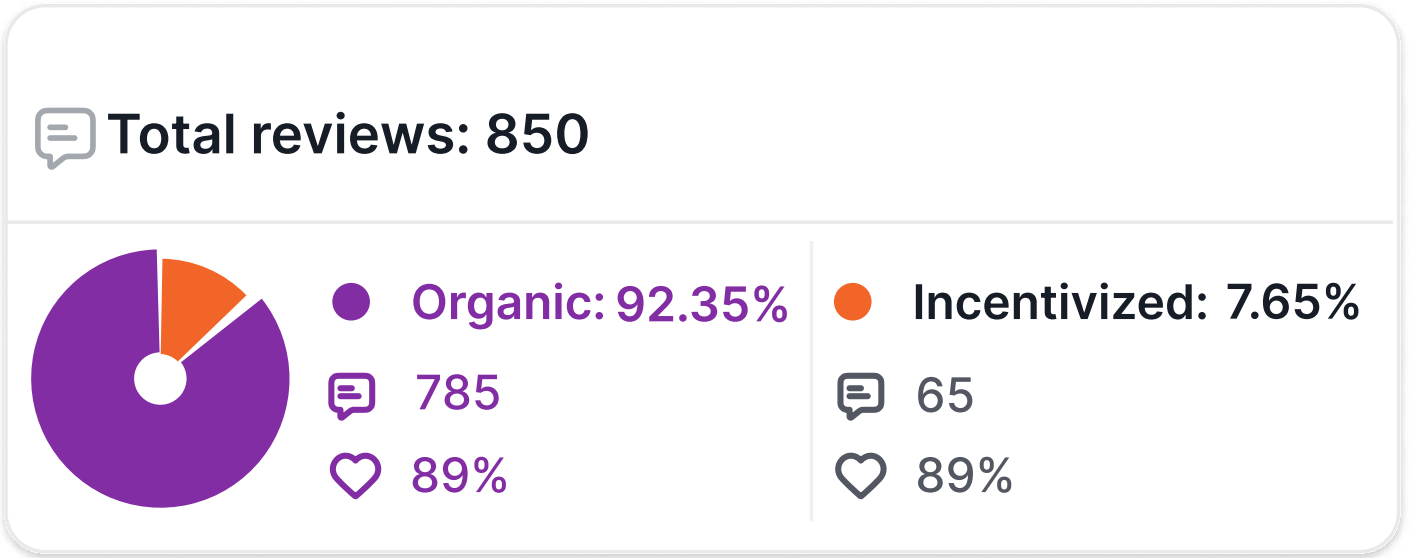
Social media conversations fuel buzz around these standout lip products, leading to purchase.

While these products gain attention online, customer sentiment, measured by reviews, reveals a gap: balms earn authentic love, while tints spark buzz but deliver mixed real-world feedback.

REVLON Super Lustrous™ Glass Shine Balm  ♥ Organic: 89%	EADEM Le Chouchou Exfoliating + Softening Peptide Lip Balm  ♥ Organic: 78%	SUMMER FRIDAYS Summer Fridays Tinted Lip Butter Balm  ♥ Organic: 75%
REVLON MAYBELLINE Super Stay Teddy Lip Tint  ♥ Organic: 62%	WONDERSKIN WONDERSKIN Wonder Blading Lip Stain Masque  ♥ Organic: 56%	HUDA BEAUTY HUDA BEAUTY Lip Contour Lip Stain for 12-Hour Wear  ♥ Organic: 42%

Revlon Product Spotlight: Super Lustrous Glass Shine Balm

The social media excitement around this product seems justified. With a high organic review volume and sentiment of 89%, its lauded by consumers for its hydration and shine.



REVLON®

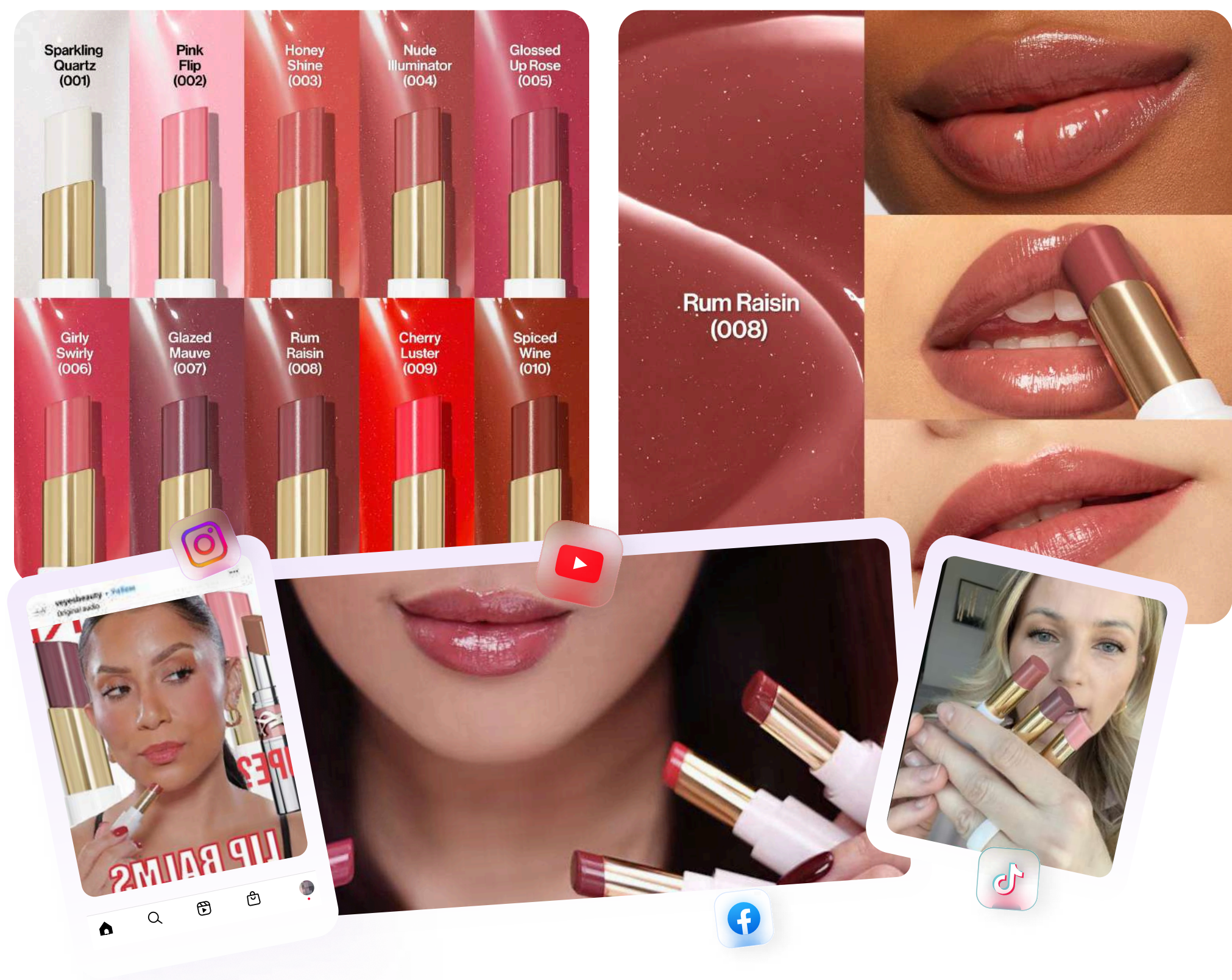
Revlon Product Spotlight: Super Lustrous Glass Shine Balm



This popular and viral balm is so light and has a comfortable touch on the lips, impressive hydration. The quality really surprised me.



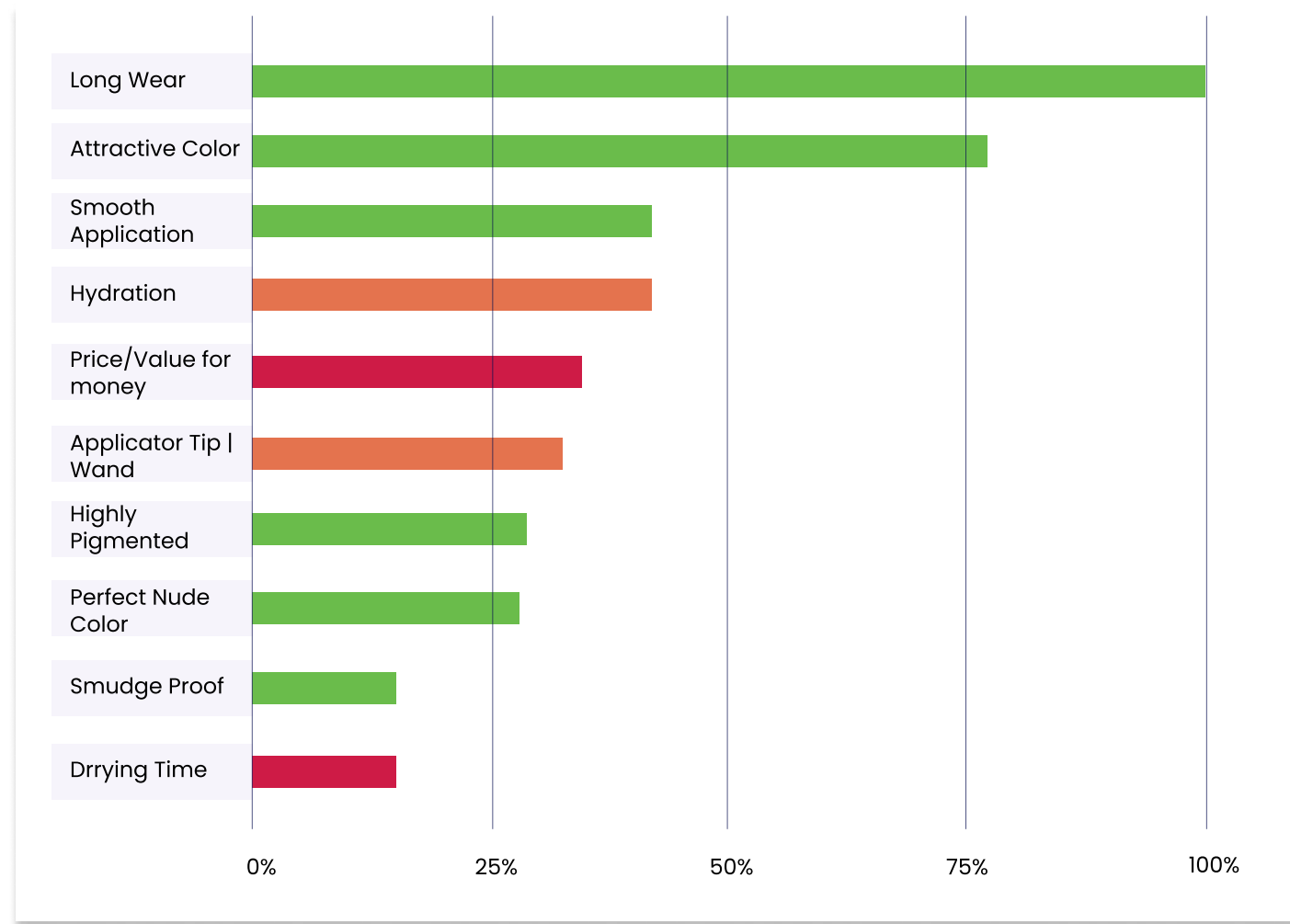
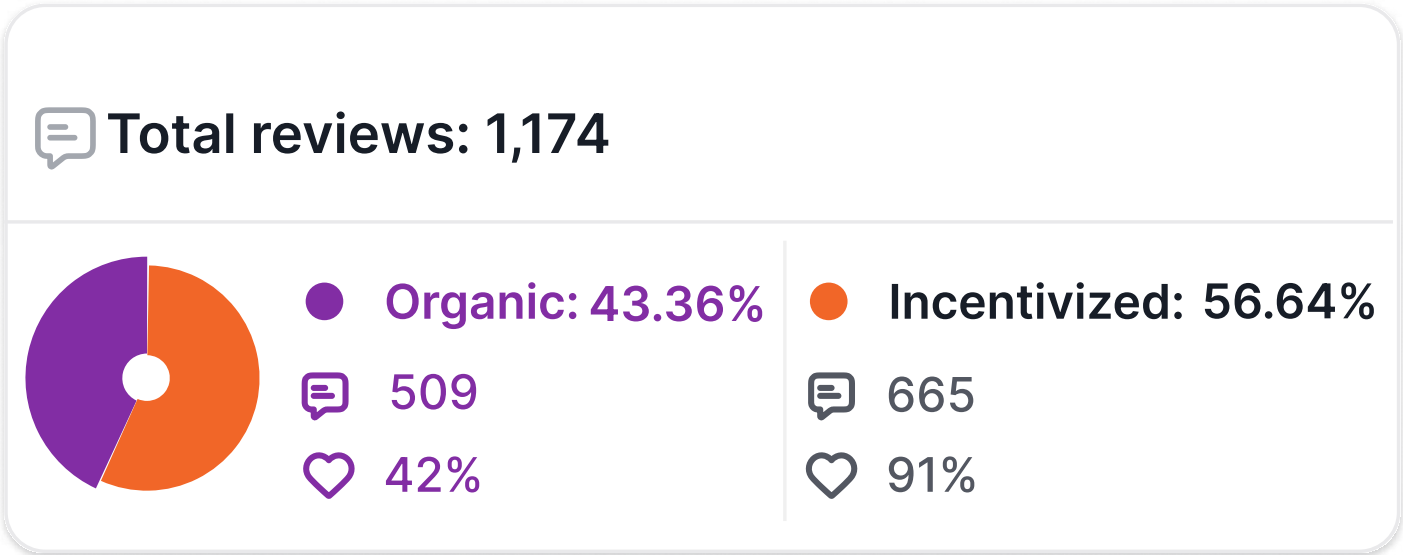
Saw it on TikTok & had to try it & wasn't disappointed. Leaves your lips feeling soft & moisturized, with a hint of shimmer.



Huda Beauty | Lip Contour Lip Stain For 12-Hour Wear

With low organic feedback (42%), this lip product seems to have a gap between the online hype surrounding it and authentic consumer experience.

Consumers see Lip Contour Lip Stain as a bold, lasting choice that delivers on impact and style. The product wins positive sentiment for length of wear and attractiveness of colors. However, with lower sentiment on "drying time", it may not be delivering on customer expectations.



HUDA BEAUTY

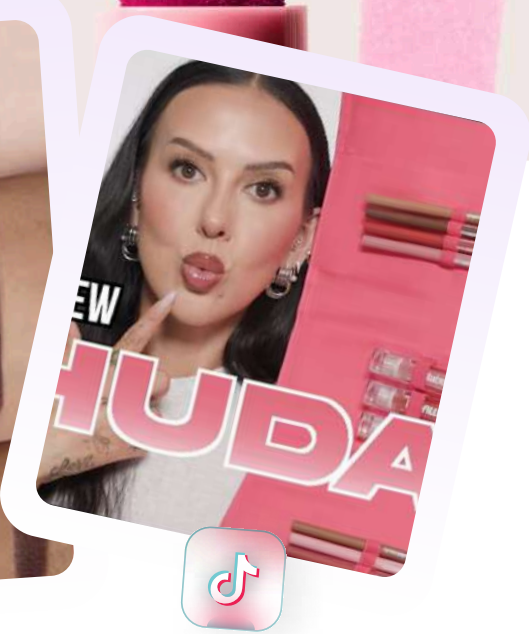
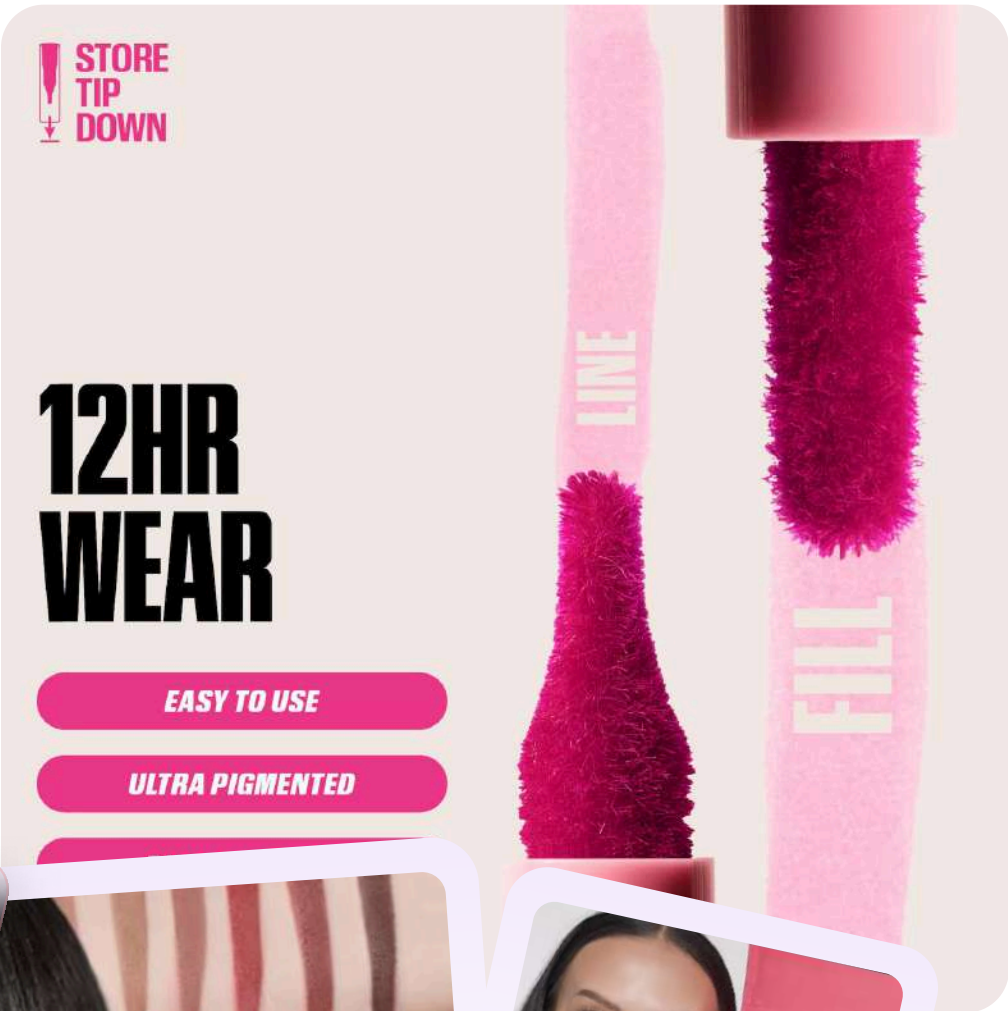
Huda Beauty | Lip Contour Lip Stain For 12-Hour Wear

//

I should've read the reviews before purchasing. i was influenced from tik tok of course and nope its just not good at all. save ur money.

//

Worst product ever. DO NOT BELIEVE THE INFLUENCERS! This stain doesn't stain for one, definitely transfers, and made my lips extremely dry. I wish I could rate it 0 stars.



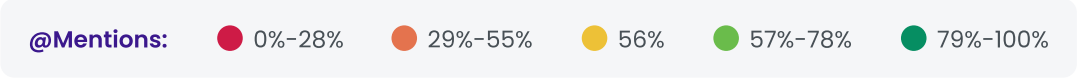
WONDERSKIN | Wonder Blading Lip Stain Masque

The Wonder Blading Lip Stain Masque boasts a strong social buzz. However, the product earned only 56% positivity in organic reviews.

Reviews are 100% organic and customers do unequivocally praise some aspects of this product, with "attractive color" and "long wear" earning 100% approval ratings.



WONDERSKIN



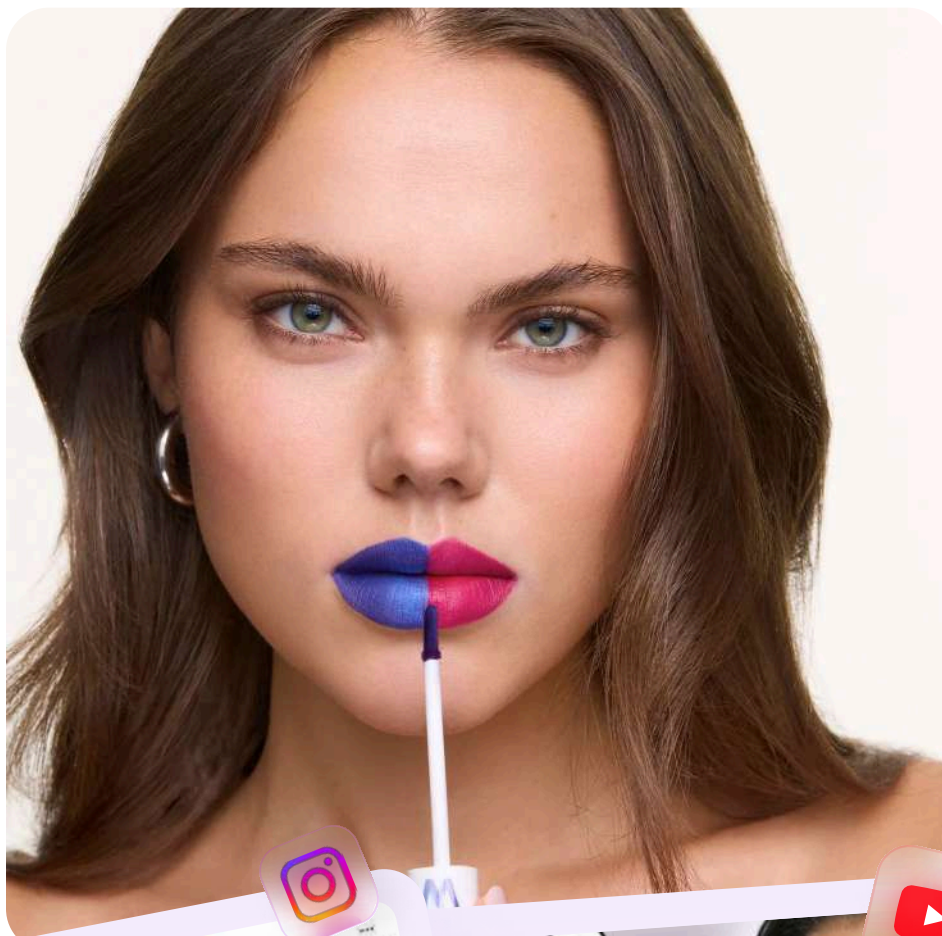
WONDERSKIN | Wonder Blading Lip Stain Masque

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Not for me. Color is blotchy or if left on longer, too bright. I love a good lip stain and will keep using Revlon Colorstay Ultimate. Just because a product is seen all over social media, doesn't mean its great. Lesson learned!

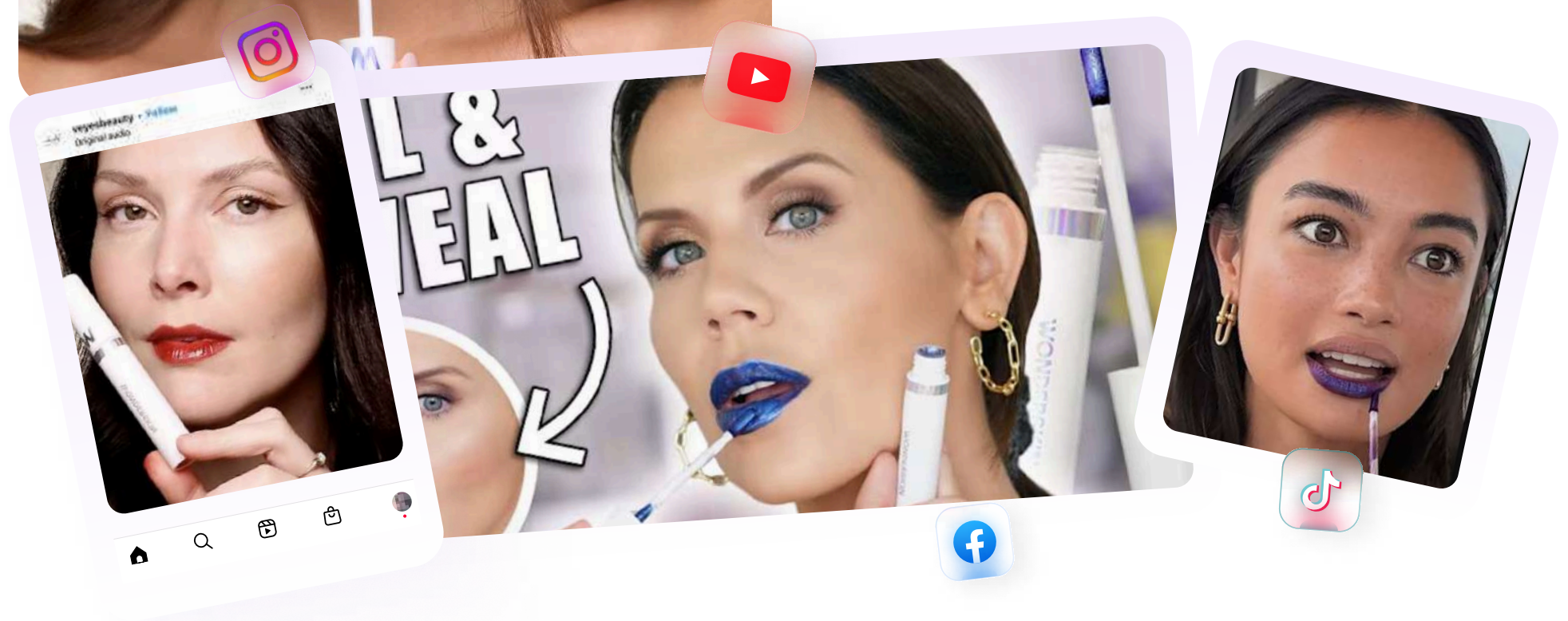
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Pretty, but don't know if it's me but doesn't stain evenly. I was expecting more for so much hype in social media. Will try another color to compare.



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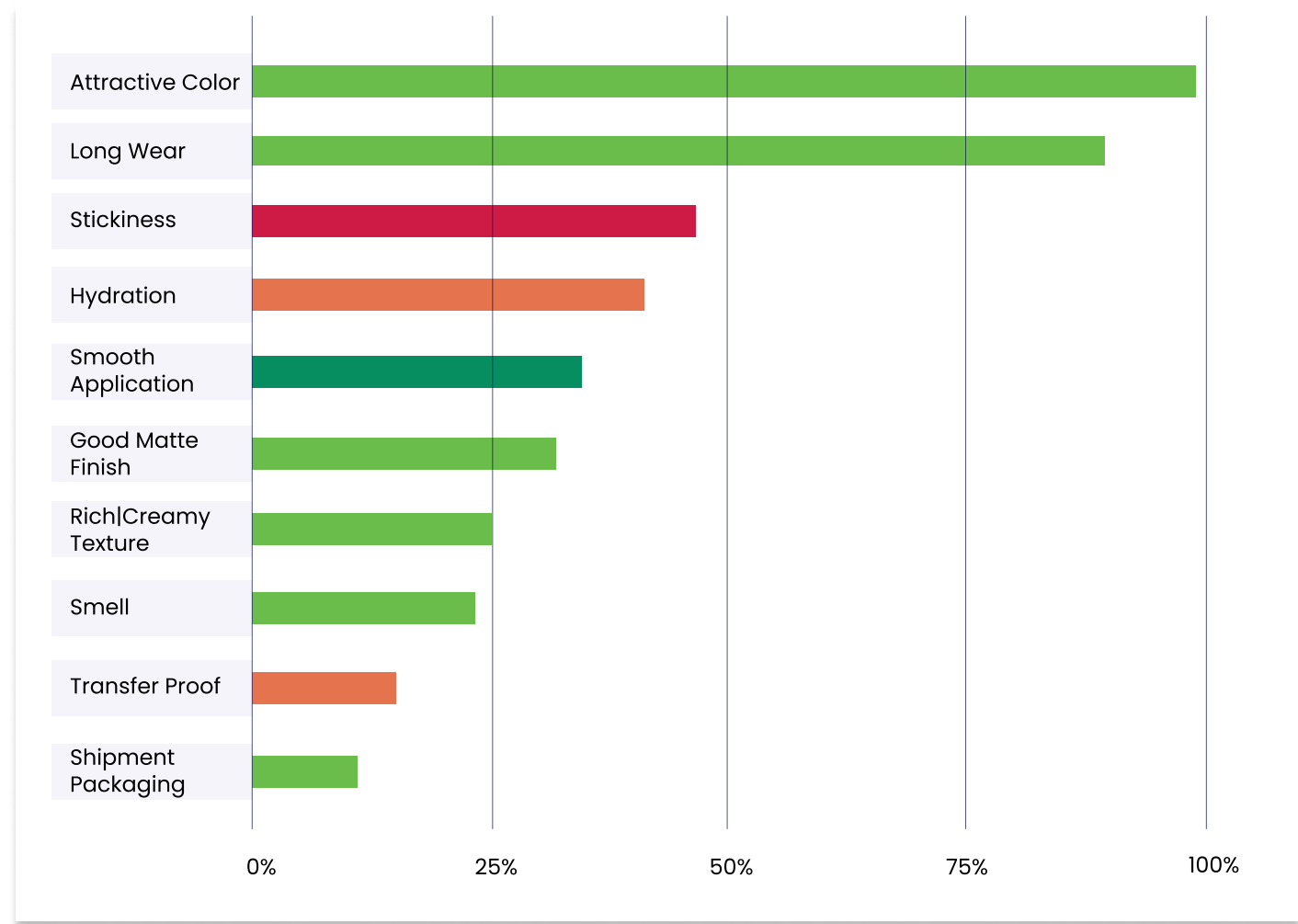
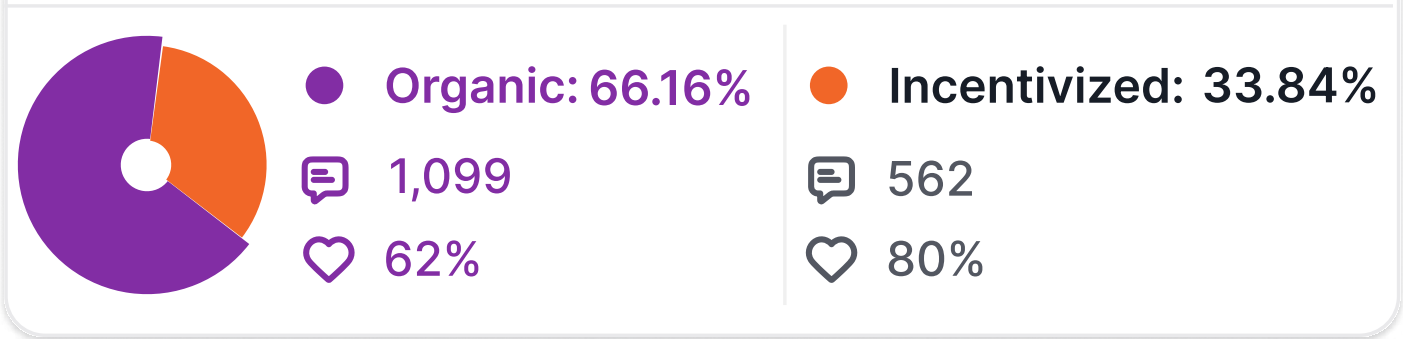
The color is great but it doesn't last very long. Apply in the morning and it's gone by 10am & all I've done is drink coffee? Meh. Not worth it. Didn't live up to the hype.



MAYBELLINE | SuperStay Teddy Tint Long Lasting Matte Lip Tint

The Teddy Tint is gaining strong traction with a majority of organic reviews, signaling authentic consumer engagement beyond initial buzz. Shoppers love its rich, buildable color and long wear, but texture and comfort remain friction points.

 Total reviews: 1,661



@Mentions: 0%-35% 36%-69% 70% 71%-85% 86%-100%



MAYBELLINE
NEW YORK

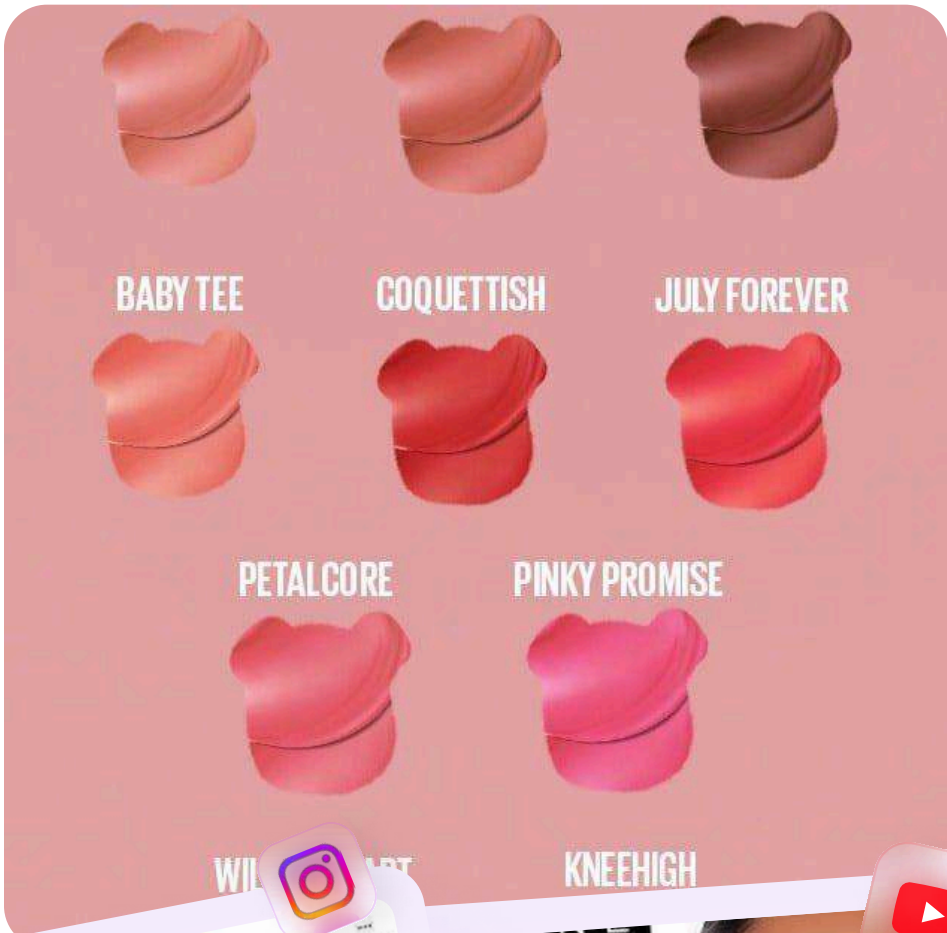
MAYBELLINE | SuperStay Teddy Tint Long Lasting Matte Lip Tint

//

This color and formula has been viral on tiktok. I scored the last in my store and it did not dissapoint.

//

Of course I tried this because of the social media blitz it received, but hated it. It ran into my mouth, coloring my teeth and was difficult to peel off. I tossed it in the trash and hope this lipstick/liner fad is a thing of the past.



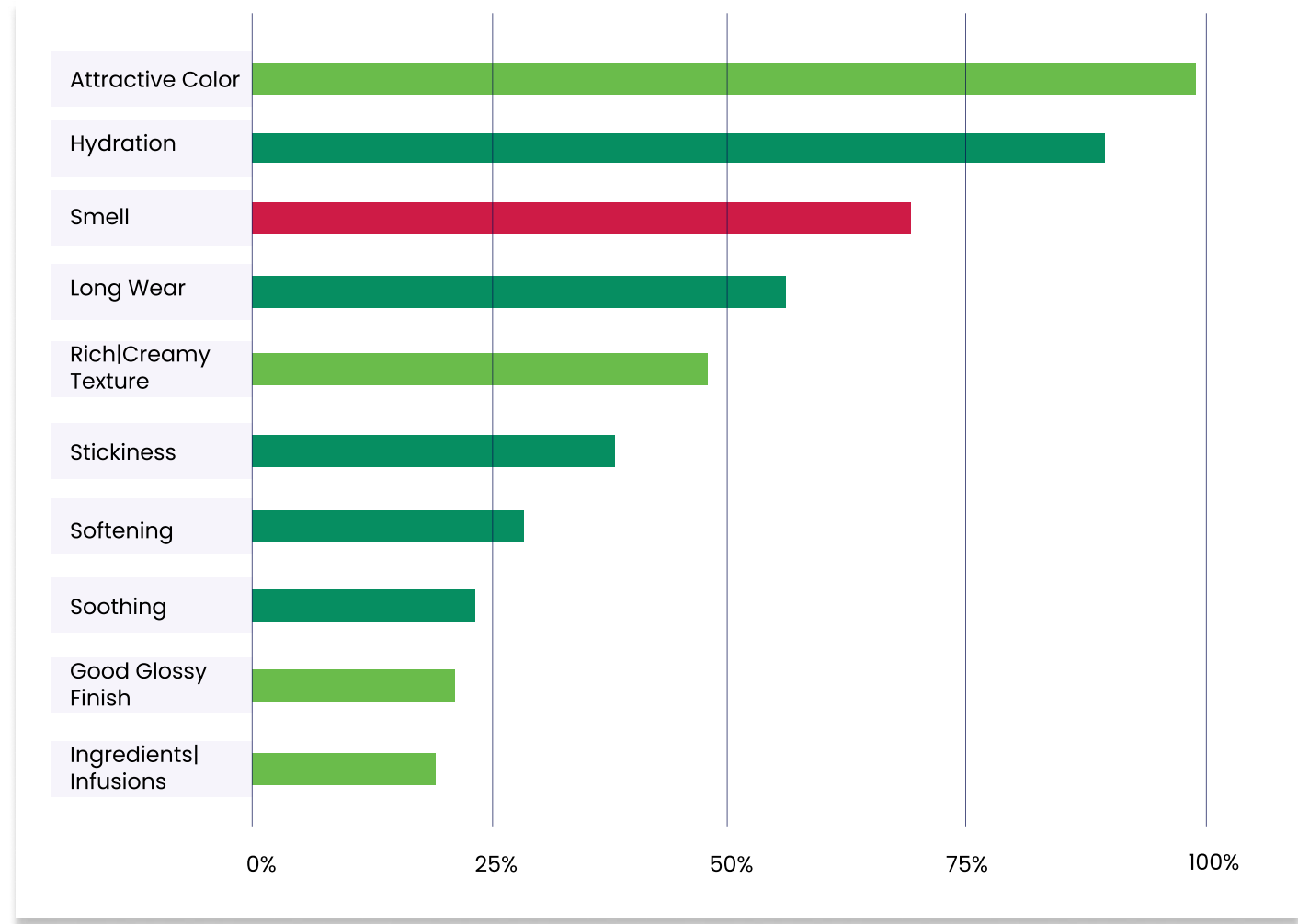
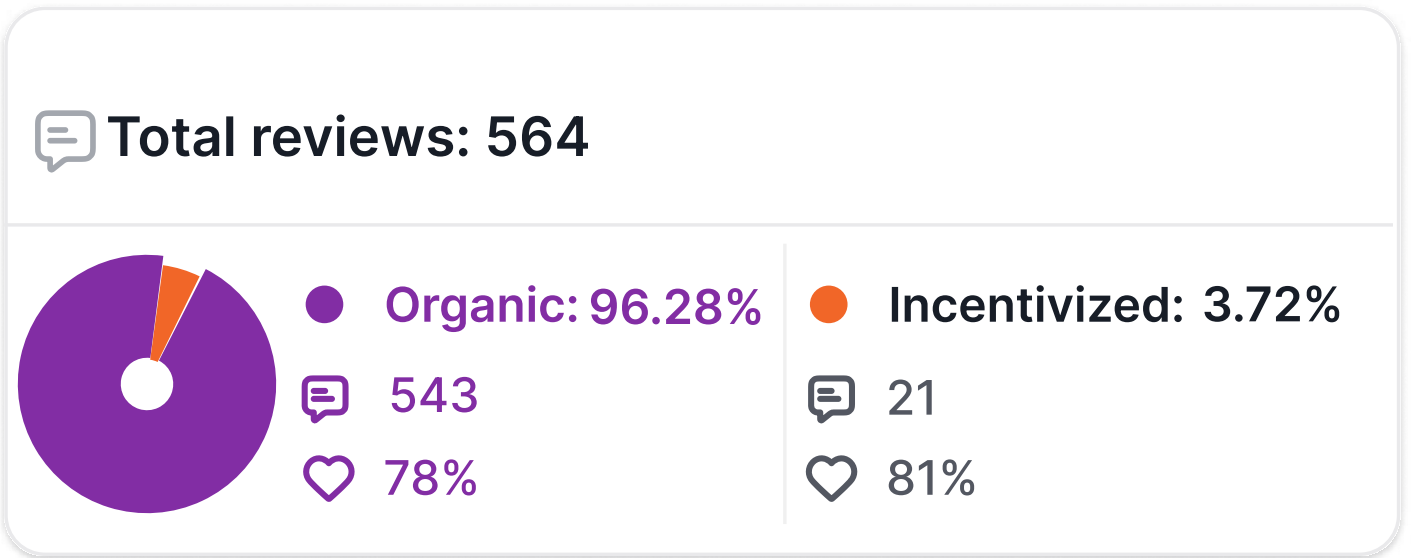
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This MILK blush/lip tint stick is so cool! I've seen this on TikTok and wanted to try. The jelly-like texture melts into the skin and blends into the skin pretty seamless. It also feels pretty lightweight. I want to try to wear it all day to see how long the color lasts but first impression is good!

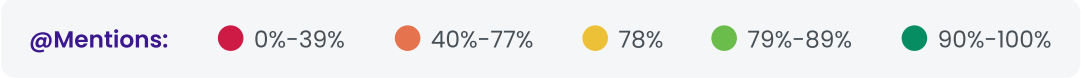


EADEM | Le Chouchou Exfoliating + Softening Peptide Lip Balm

EADEM’s lip product is earning strong, authentic traction with over 95% organic reviews, highlighting high consumer trust. Hydration, creamy texture, and natural color meet consumer expectation. However, scent sensitivity stands out as a key detractor.



EADEM



EADEM | Le Chouchou Exfoliating + Softening Peptide Lip Balm

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I wanted to not love this product so much, but the hype was absolutely real! This color, for me, is a perfect for lips but better shade, with great pigmentation. The consistency isn't tacky or thick & feels hydrating.

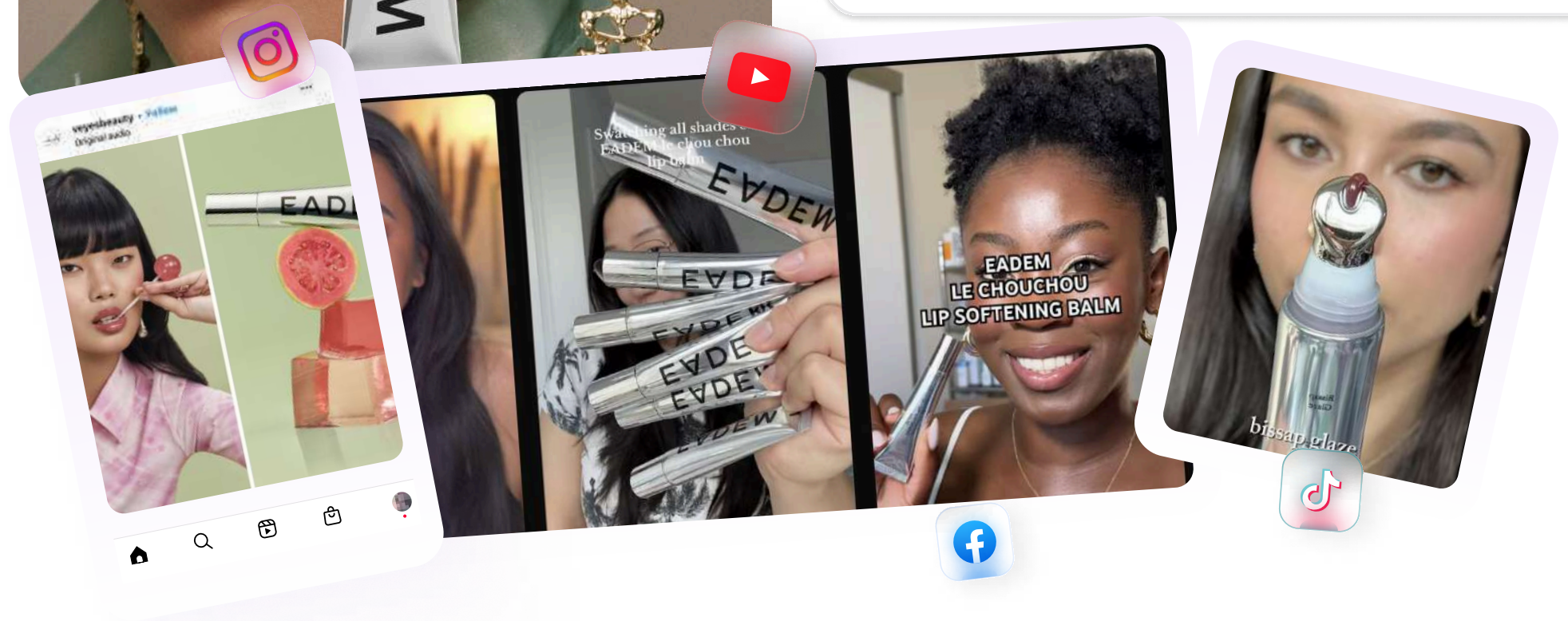
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I am obsessed. I don't like most viral lip products because they don't help with my chapped lips. This truly feels nourishing, it lasts long and it's a beautiful color.



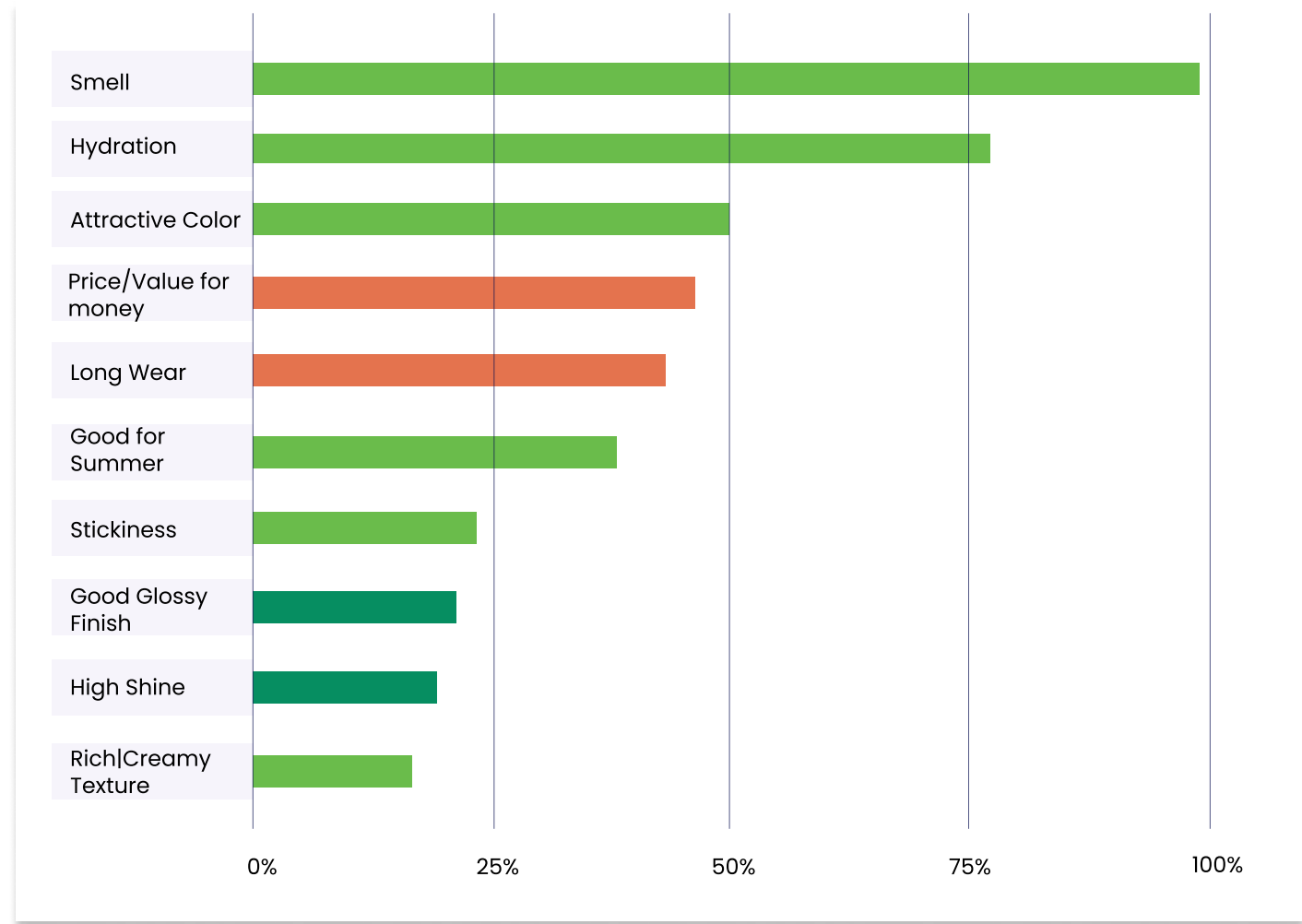
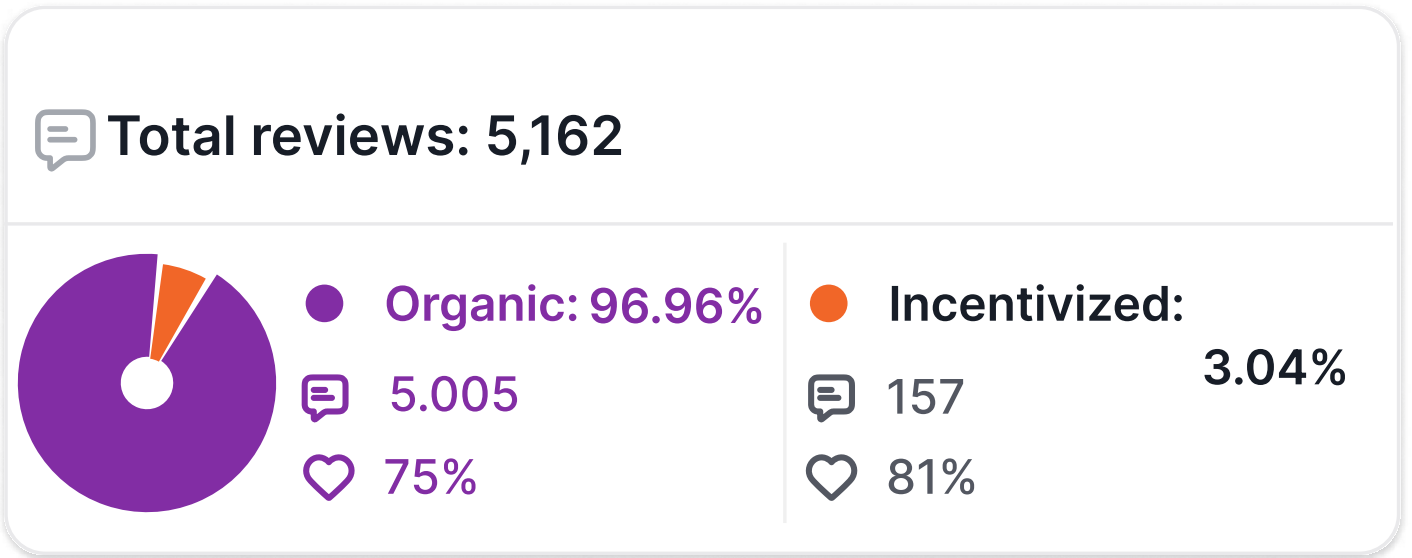
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It's as good as everyone says it is!!! I thought it might be overhyped because of tik tok, but it really is that good! Perfect for every day. The applicator is heaven. The formula is thick and luxurious but not in a sticky/tacky way. I'm sensitive to fragrance but the smell is very fresh and natural not a perfume or candy like smell.

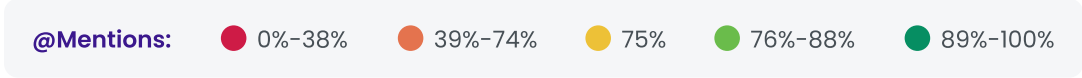


Summer Fridays | Lip Butter Balm

Summer Fridays leads with overwhelmingly organic buzz and strong sentiment driven by hydration, scent, and creamy texture. Consumers love its luxurious yet everyday feel, reinforcing the brand’s position.



SUMMER FRIDAYS



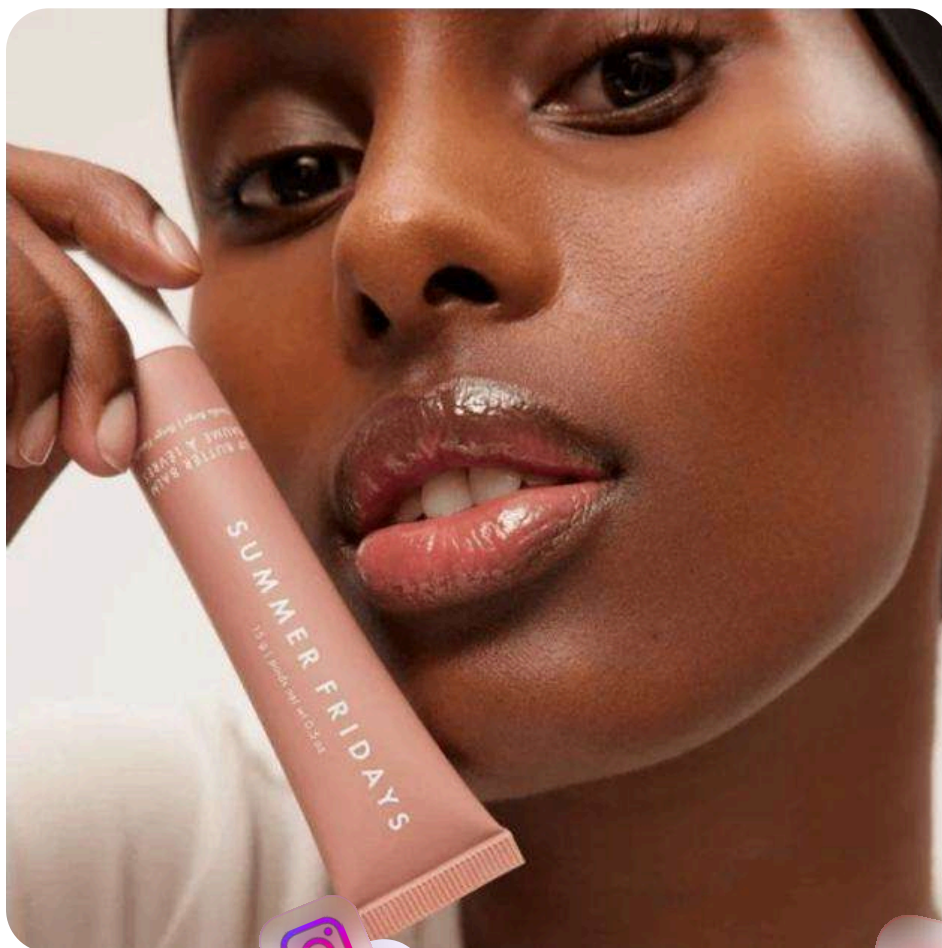
Summer Fridays | Lip Butter Balm

//

Love love love this so much!!! I feel like it is worth the hype on social media. I got the Pink Sugar Butter Balm and it is amazing! It is the perfect shade for me and it is soooo moisturizing!

//

I now understand why this went viral. I have tried everything in the winter because my lips are always chapped. This is the absolutely only thing that has ever worked for me. It is so moisturizing and silky!



//

I fell for the TikTok hype and got this lip balm. Not only is it not moisturizing, but my lips burns underneath every time I apply it. I don't have this problem with other balms. I really don't recommend this product.



Summary of Findings

Social media is the new storefront. Consumers discover lip products in their feed. Every post, tutorial, and review shapes their actions.

Once inspired to trial, products need to deliver positive experiences (comfort, color, and care) to turn the hype into an experience consumers want more of.



SUPER LUSTROUS GLASS SHINE BALM

Worth the buzz

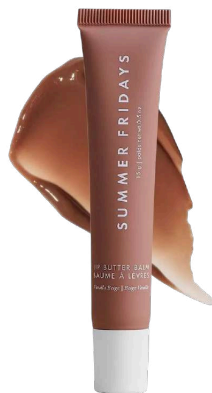
- Strong organic sentiment
- Deluivers on whats important to the consumer (hydration, shine, smooth application)
- Opportunity to increase color attractiveness



LE CHOUCHOU EXFOLIATING + SOFTENING PEPTIDE LIP BALM

Worth the buzz

- Strong organic sentiment
- Consumers satisfied with key product features (hydration, stickiness, softening, soothing)
- Lower sentiment for 'smell'



LIP BUTTER BALM

Worth the buzz

- Strong organic sentiment
- Delivers consumer expectations on key product features (smell, hydration)



SUPER STAY TEDDY TINT LONG LASTING MATTE LIP TINT

Consumer comments after trial

- Key feature 'stickiness' has low satisfaction
- Hydration and transfer proof not well received



WONDER BLADING LIP STAIN MASQUE

Consumer comments after trial

- 100% organic reviews and low sentiment
- Skin sensitivity and staying true to color driving down appeal
- Long wear is seen positively by users



LIP CONTOUR LIP STAIN FOR 12-HOUR WEAR

Consumer comments after trial

- Low organic sentiment
- Drying time not meeting consumer expectations
- Long wear and attractive color are key strengths

Key Takeaways

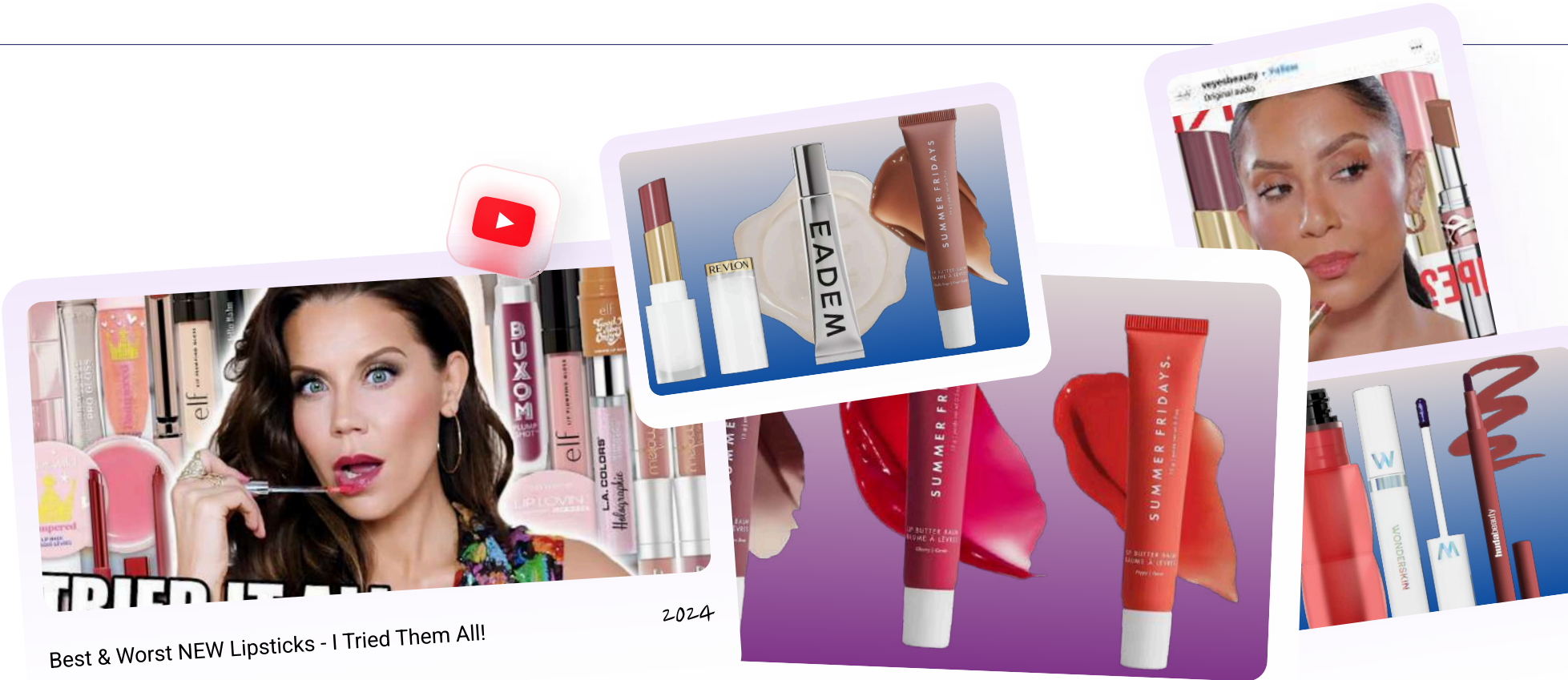
01 **Social media has become a powerful purchase driver**, with mentions of “hype,” “viral,” “influencers,” and “TikTok” in lipstick reviews up +55% in the past 24 months, showing that online buzz directly shapes buying behavior and post-purchase opinion.

02 **Trend-driven aesthetics dominate consumer conversation**, with topics like “Layering” (+72%) and “Blurred Lip” (+200%) fueled by viral tutorials and influencer content, signaling that beauty inspiration continues to be seen online.

03 **Emerging and niche brands are punching above their weight**, with players like Summer Fridays, Sacheu, and Wonderskin outperforming in share of voice proof that social share, is now a key measure of influence.

04 **Brand-led innovation amplifies online buzz**, as Revlon (+154%), Huda Beauty (+294%), EADEM (+700%), and Kulfi (+433%) demonstrate the momentum created when product performance meets viral storytelling.

05 **Product experience still wins post-viral purchase**. Once the hype converts to trial, consumers reward long wear, color payoff, and hydration, while gaps in comfort or drying time remain opportunities to strengthen repeat purchase and advocacy.



About Revuze

Revuze empowers brands with next-step actions, and is at the forefront of delivering cutting-edge AI-powered, actionable consumer insights and VoC solutions. The Revuze ActionHubs revolutionize how businesses leverage data to drive success in the digital landscape.

As the only solution providing brand and category-level, verified buyer data, Revuze helps organizations transform online feedback across all sources into true, actionable insights to make informed data-supported decisions and lead categories.

