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This Is the Most Popular Beauty Brand on TikTok Shop

Are you surprised?

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For a long while, beauty retailers like Sephora and Ulta were the primary ways beauty lovers stocked up their **must-have products**. Once online shopping became the norm, though, **services like Amazon** rose to prominence as the go-to shop for beauty products. Nowadays, **TikTok Shop** has established itself as one of the most popular places to shop for quite literally anything, but most prominently, beauty.

TikTok Shop is known for providing users with a ridiculously easy shopping experience and sometimes suspiciously good prices, which has raised concern amongst users regarding the validity of the products (similar to the fear of **non-verified sellers on Amazon**). Despite these concerns, TikTok Shop remains one of the most popular ways users buy beauty products today, and a recent study by **Charm.io** published by *WWD* revealed that one beauty brand is leading the charge as the most popular on the shopping platform.

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Tarte Cosmetics Rules TikTok Shop, Study Shows

If you've been on beauty TikTok for a while, you've probably noticed creators showcasing amazing deals on **Tarte's viral products**. And those deals are paying off. According to Charm.io's study, Tarte is the fastest-growing beauty brand on TikTok Shop, racking up a whopping \$21.5 million in sales since last September. The best-selling product from the brand? The iconic **Best-Sellers Trending Trio** (\$39).

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Also making the list of best-selling TikTok Shop brands and products was the

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Brush (\$36) bringing in \$12.6 million, followed by the **Beachwaver Co.** and Canvas Beauty Brand, rounding out the top five.

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