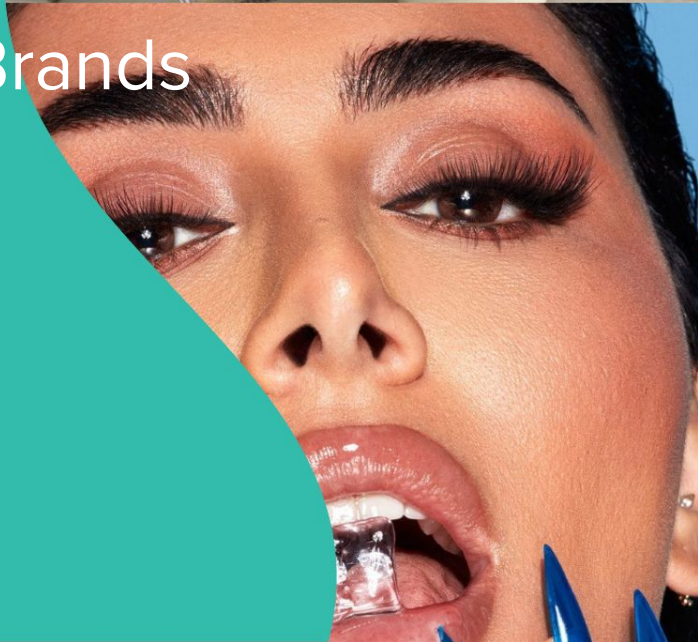


NEOREACH

Top 100 Creator Brands





Methodology

The data presented in this report was collected from 100 brands owned by content creators. After collecting data on each brand, we filtered through them by their revenue, website traffic, ad spend, year founded, and social media reach across platforms.

By utilizing NeoReach's proprietary data, we collected each brand's growth rate and audience demographics, in addition to conducting a trending analysis to predict future growth.

This analysis allowed us to provide a comprehensive overview of the creator brand landscape. In this report, we will identify the most successful creator brands, the top industries and products, which brands are growing/slowing down, and which brands will continue to grow.

Year Founded

Timeline

2009



Something Navy

2012

POOSH

Frankies Bikinis,
Wild Flower,
Happily Grey

2010

WEWOREWHAT

2013

KENDALL + KYLIE

Huda Beauty,
EM Cosmetics,
Chiara Ferragni

2011

IPSY

2014

KYLIESKIN
BY KYLIE JENNER

Jeffree Star Cosmetics,
Kylie Cosmetics,
Kim Kardashian
HOLLYWOOD,
Mane Addicts,
Are You Ami

2016

OUAI
HAIRCARE

Good American,
Pop Flex, BFB Hair,
SAME, Luca + Grace

2017

SUMMER
FRIDAYS

Tezza, Day Won
Life Tinted, Rad Swan,
Middle Kid, Phlur

2019

SKIMS

Song of Style, Djerf Avenue.
Evolve, Film App, Naturium,
The Break, Aureum, Tan
Lines, Luz Unfiltered,
Safely, Moe Assist

2018

SASKI

Craftd Jeweler,
Lunar Beauty,
MK Fit, Lello

2020



Refy, Item Beauty, Dezi,
Chamberlain Coffee, Alive,
Arrae, Ani, Ceremonia, Elaluz,
Dae, Dibs, Forever Mood,
Farago, HLC, Kramoda Coffee,
Monday Born, Naturally Pam,
One Size, Naturally Pam,
The Feelist, The New Savant

2021

818
TEQUILA

Kylie Baby, Kylie Swim
Social Tourist, Larry's
Loaded Mac, Fit Girl,
Krave Beauty
Selfless by Hiram
Saltair, The Skinny
Confidential, Beauty In
Pain, Happy Face, Mad
Fitt, Self Funding Planner

Rhode
Life in Lilac
Dizzy
Nemah
Xeela
Cay Skin

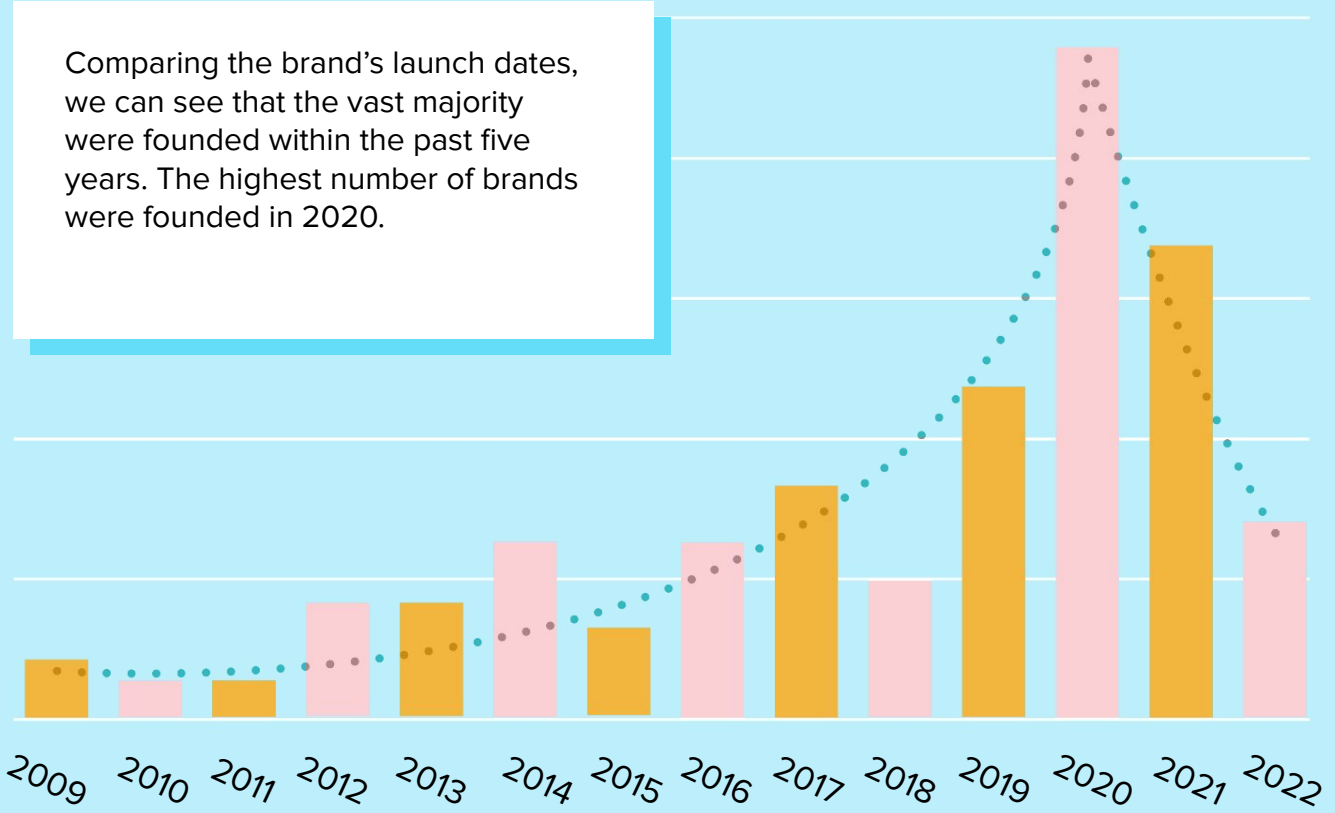
2022

SKKN
BY KIM

YEAR FOUNDED



NUMBER OF BRANDS





Top 10 Brands by Creators

Out of 100 top names, we have narrowed down the list to the top 10 brands founded by creators. With annual revenue up to \$500M, the content creators who founded these ten brands have found tremendous success in their industries – from beauty to fitness. While some of these brands have been around since the early 2010s, a few were only founded in the past 5 years.

Narrowed down by year founded, annual revenue, monthly website traffic, and monthly paid ad spend, let's take a look at the ten creator-owned brands that made the list.





ipsy

Ipsy

By Michelle Phan

Year Founded

2011

Monthly Website Traffic

1.5M

Est. Annual Revenue

\$500M

Paid Ad Spend Monthly

\$112.2K

Ipsy was founded in 2011 by Michelle Phan, a popular beauty YouTuber. With annual revenue reaching \$500M, Ipsy has solidified a spot as the top creator brand. After over ten years in the industry, monthly website traffic remains in the millions and Ipsy continues to be one of the most well-known creator brands.



KYLIE
KYLIE JENNER

Kylie Cosmetics

By Kylie Jenner

Year Founded

2014

Monthly Website Traffic

2.5M

Est. Annual Revenue

\$375M

Paid Ad Spend Monthly

< \$5K

Kylie Cosmetics was founded in 2014 by Kylie Jenner, an influencer and reality TV star. This was the first of multiple brands founded by Jenner under her name. The brand's monthly website traffic is higher than that of Ipsy, and estimated annual revenue stands at an impressive \$375M.



SKIMS

By Kim Kardashian

Year Founded

2019

Monthly Website Traffic

1.9M

Est. Annual Revenue

\$275M

Paid Ad Spend Monthly

\$22.6K

SKIMS

SKIMS, founded by Kim Kardashian, is one of the newer brands on the top 10 list. Since 2019, the shapewear brand has achieved an estimated annual revenue of \$275M and sports a massive monthly website traffic of 1.9M. It is also worth noting that SKIMS is the only brand in the top 10 that is categorized within the fashion industry.



HUDA BEAUTY

Huda Beauty

By Huda Kattan

Year Founded

2013

Monthly Website Traffic

549K

Est. Annual Revenue

\$250M

Paid Ad Spend Monthly

\$5.6K

Huda Beauty was founded in 2013 by Huda Kattan, a makeup artist and popular beauty influencer. With estimated annual revenue reaching \$250M, Huda Beauty is ranked fourth among the top creator brands. Reaching millions across Instagram, TikTok, and YouTube, the brand has solidified its place in the beauty industry over the past 10 years.



KYLIESKIN
BY KYLIE JENNER

Kylie Skin

By Kylie Jenner

Year Founded

2014

Monthly Website Traffic

750K

Est. Annual Revenue

\$138.5M

Paid Ad Spend Monthly

< \$5K

Kylie Skin was founded in 2014 by Kylie Jenner, making it the second of her brands to earn a spot on the leaderboard. The company's annual revenue has reached an estimated \$138.5M and the website's monthly traffic stands around 750K.



MrBeast Burger

By MrBeast



**MRBEAST
BURGER™**

Year Founded
2020

Monthly Website Traffic
851.5K

Est. Annual Revenue
\$100M

Paid Ad Spend Monthly
\$0

MrBeast Burger was founded in 2020 by popular YouTuber, MrBeast. With an estimated annual revenue of \$100M, this is the newest company and only brand in the food and drink industry on the top 10 list.



Sweat

By Kayla Itsines

Year Founded

2015

Monthly Website Traffic

464.7K

Est. Annual Revenue

\$100M

Paid Ad Spend Monthly

< \$5K

SWEAT 

Sweat is a fitness app founded by wellness influencer Kayla Itsines in 2015. This is the only fitness brand to make the top 10 list. The estimated annual revenue is \$100M and the app averages 70,000 monthly downloads.



OUAI

Ouai

By Jen Atkin

Year Founded

2016

Monthly Website Traffic

196.8K

Est. Annual Revenue

\$50M

Paid Ad Spend Monthly

< \$5K

Ouai is a hair care brand founded by Jen Atkin. Launched in 2016, the brand now sports an estimated annual revenue of \$50M and has a monthly website traffic of 196.8K. One of many beauty brands on this list, Ouai is the only dedicated hair care brand that has made the top 10.



Jeffree Star Cosmetics

By Jeffree Star

Year Founded

2014

Monthly Website Traffic

430.3K

Est. Annual Revenue

\$45M

Paid Ad Spend Monthly

\$0

Jeffree Star Cosmetics was founded in 2014 by Jeffree Star, who has become one of the biggest names in the beauty and makeup industry. The company's annual revenue has reached an estimated \$45M, which has earned it a spot on the top 10 list of creator brands.



JEFFREE STAR
COSMETICS



CRAFTD

JEWELER

CRAFTD

By Alex Cannon

Year Founded

2018

Monthly Website Traffic

96.4K

Est. Annual Revenue

\$16.5M

Paid Ad Spend Monthly

\$9.4K

CRAFTD, founded by Alex Cannon in 2018, is a popular men's jewelry brand. The brand's estimated annual revenue is an impressive \$16.5M, making it the final brand on the list of top 10 creator brands and the only jewelry brand in the top 10.



Top Industries

Beauty

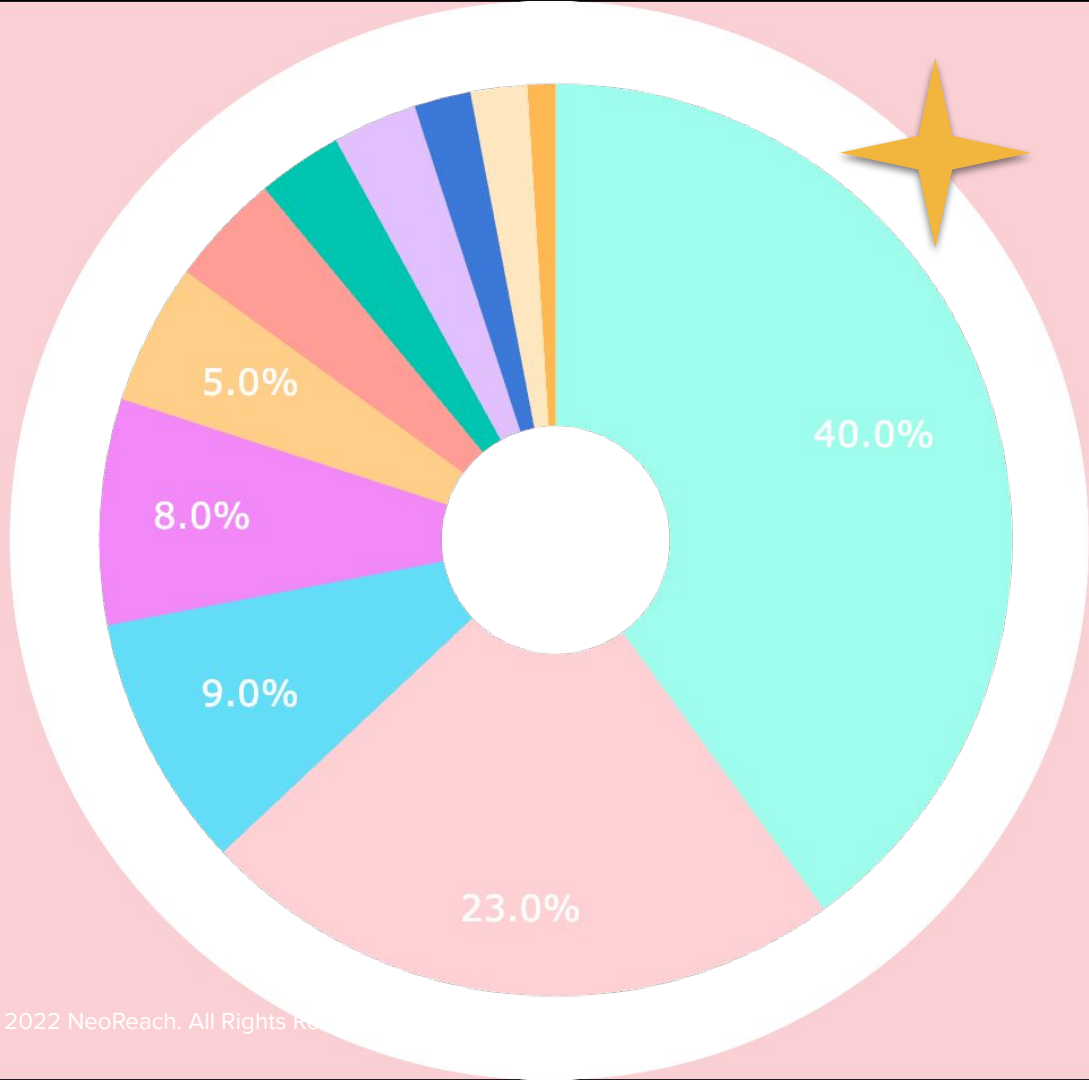
Fashion

Apps

Food & Drink



Top Industries



- Beauty
- Fashion
- Apps
- Food & Drink
- Home & Garden
- Health & Wellness
- Fitness
- Luxury Good & Jewelry
- Finances
- CBD & Marijuana
- Tech



Beauty Industry

40 / 100

Total Annual Revenue

\$1.5B

Total Monthly Website Traffic

7.9M

Avg. Value per Website Visitor

\$12.79

Total Paid Ad Spend Monthly

\$130K

40% of the top 100 creator brands are in the beauty industry. With a total annual revenue of \$1.5B and a total monthly website traffic of 7.9M across all 40 brands, creator-led beauty brands are dominating the industry.



Beauty Top Products

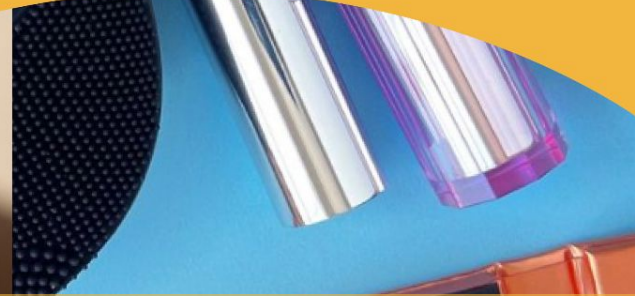
The top beauty products were facial cosmetic items like eyeshadow palettes and blush. Huda Beauty, DIBS, and Ipsy are all examples of creator brands that sell these top products.



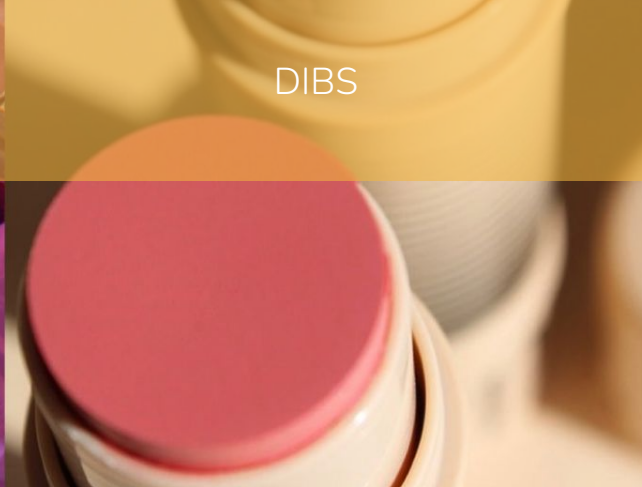
Huda Beauty



DIBS



Ipsy





Fashion Industry ²³/₁₀₀

Total Annual Revenue
\$375M

Total Monthly Website Traffic
3.4M

Avg. Value per Website Visitor
\$12.27

Total Paid Ad Spend Monthly
\$72.4K

The fashion industry comprises 23% of the top 100 creator brands. Although the fashion industry represents around half of the amount of brands in the beauty industry, the combined metrics of these brands are still impressive. The total annual revenue is \$375M and the combined monthly website traffic is 3.4M.

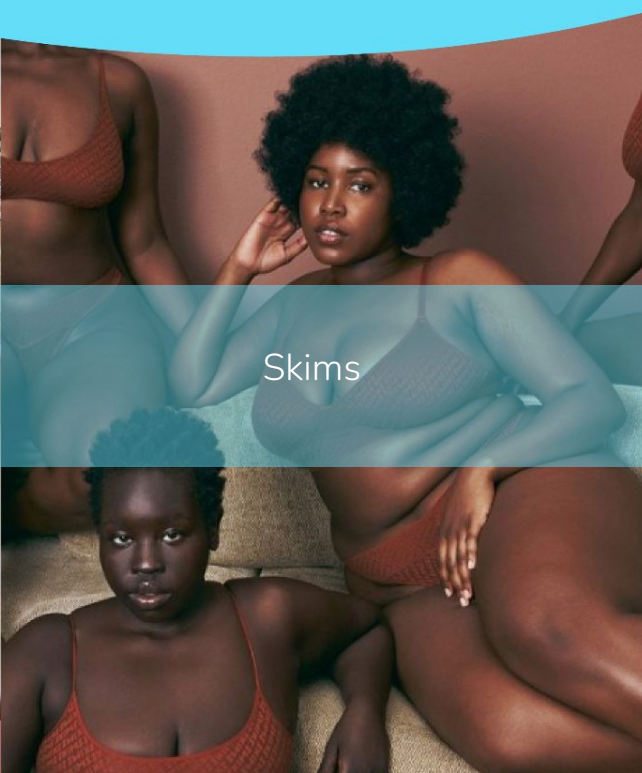


Fashion Top Products

In the fashion industry, the top products were swimwear, shapewear, and loungewear provided by creator brands like Frankie's Bikinis, SKIMS, and Djerf Avenue.



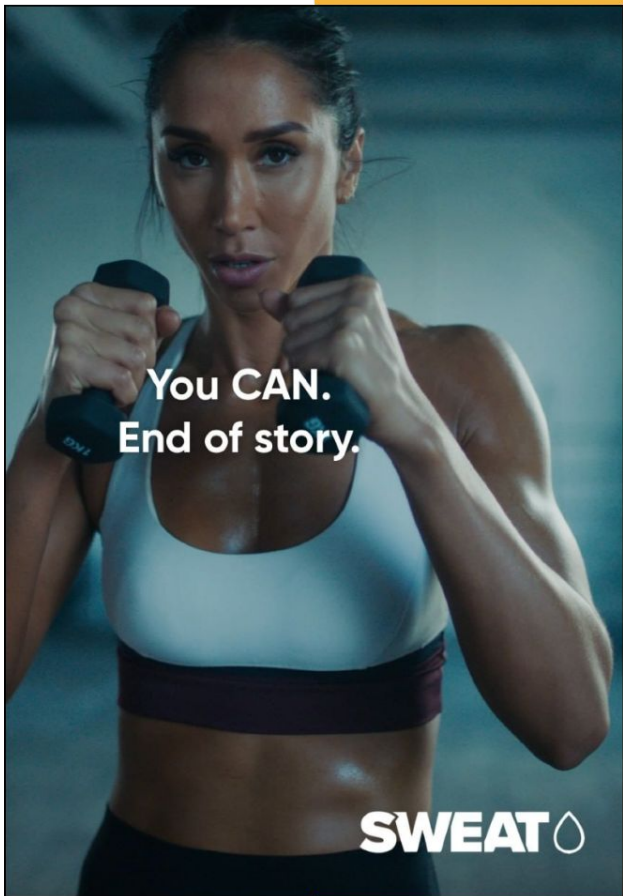
Frankie's Bikinis



Skims



Djerf Avenue



Apps Industry

9 / 100

Total Annual Revenue
\$146M

Total Monthly Website Traffic
825K

Avg. Value per Website Visitor
\$34.88

Total Paid Ad Spend Monthly
\$3.3K

9% of the top 100 creator brands are in the apps industry, ranging from fitness apps to mobile games. The combined annual revenue of these apps is \$146M, and the combined monthly website traffic is 835K.



App Top Products

Among the creator-owned apps, the majority focus on fitness and wellness such as The MadFit App, Alive, and MKFit.



MadFit App



Alive



MKFit



Food & Drink Industry ⁸ / 100

Total Annual Revenue
\$139M

Total Monthly Website Traffic
1.6M

Avg. Value per Website Visitor
\$6.61

Total Paid Ad Spend Monthly
\$27.9K

The food & drink industry represents 8% of the top 100 creator brands. With a total annual revenue of \$139M and monthly website traffic of 1.6M, the food & drink industry closely rivals the apps industry in metrics.



Food & Drink Top Products

The top products in the Food & Drink industry were drinks like coffee and alcoholic beverages from creator brands Kramoda Coffee, 818 Tequila, and Chamberlain Coffee.



Kramoda Coffee



818 Tequila



Chamberlain Coffee

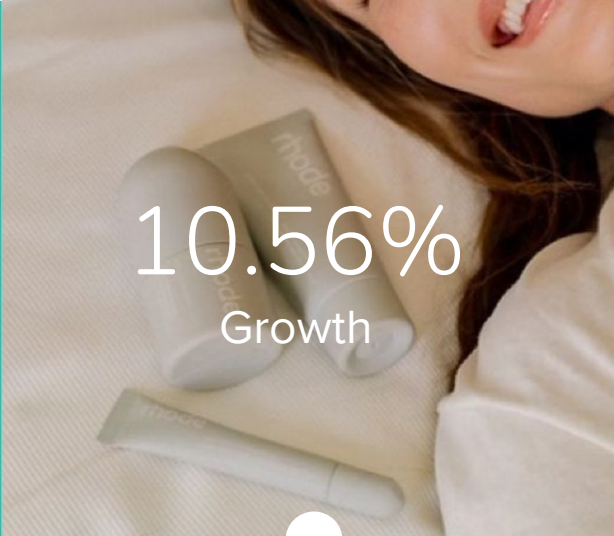


Fastest Growth



Xeela

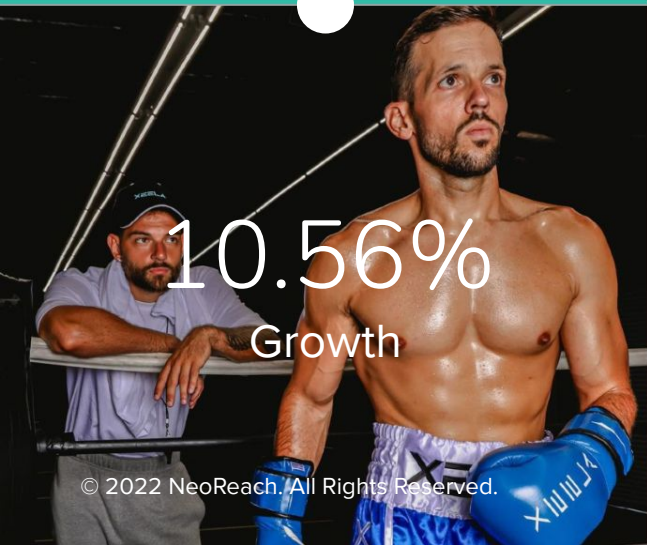
With a growth rate of 10.56% over the last 6 months, Ilya Fedorovich's Xeela Fitness is tied for first as the fastest growing creator brand.



10.56%
Growth

Nemah

Mary Lawless Lee's Nemah is the second fastest growing creator brand, with a growth rate of 3.21% over the past 6 months.



10.56%
Growth

Rhode

Rhode Skin, founded by Hailey Bieber, also experienced a rapid 10.56% growth in social media following in the past 6 months.



3.21%
Growth

Slowest Growth



Naturally Pam

Pamela Reif's brand, Naturally Pam, is one of the slowest growing creator brands, increasing by only 0.88% over the past 6 months.

0.88%
Growth

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0.56%
Growth

Jeffree Star Cosmetics

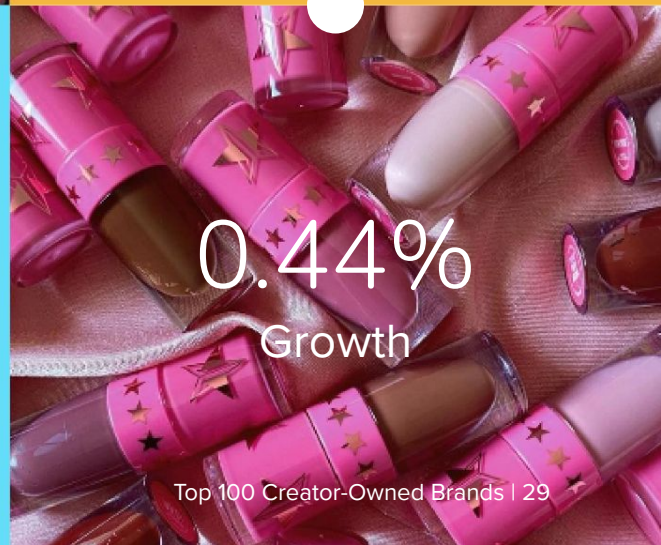


With a growth rate of 0.44%, Jeffree Star Cosmetics is currently the slowest growing creator brand.

Ani Energy

Ani Energy, founded by Bryce Hall and Josh Richards, is another one of the slowest growing creator brands. The brand's social following grew 0.56% over that past 6 months.

0.44%
Growth



Top 100 Creator-Owned Brands | 29



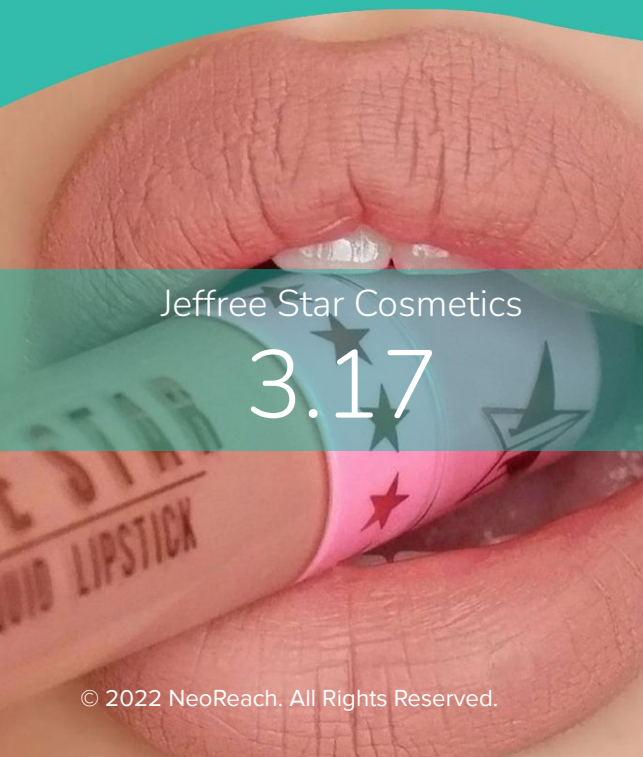
Trending Analysis





Trending Up

Using our Trending Analysis Tool, we were able to determine that Jeffree Star Cosmetics, XMONDO Hair, and POPFLEX will be trending upward in the coming months.



Jeffree Star Cosmetics

3.17



Xmondo Hair

3



POPFLEX

2.28



Brands To Keep An Eye On

Xeela Fitness, Happyface, and Smoke Roses are three brands to keep an eye on. Each of these brands will continue trending upward in the coming months, growing in engagement and revenue.



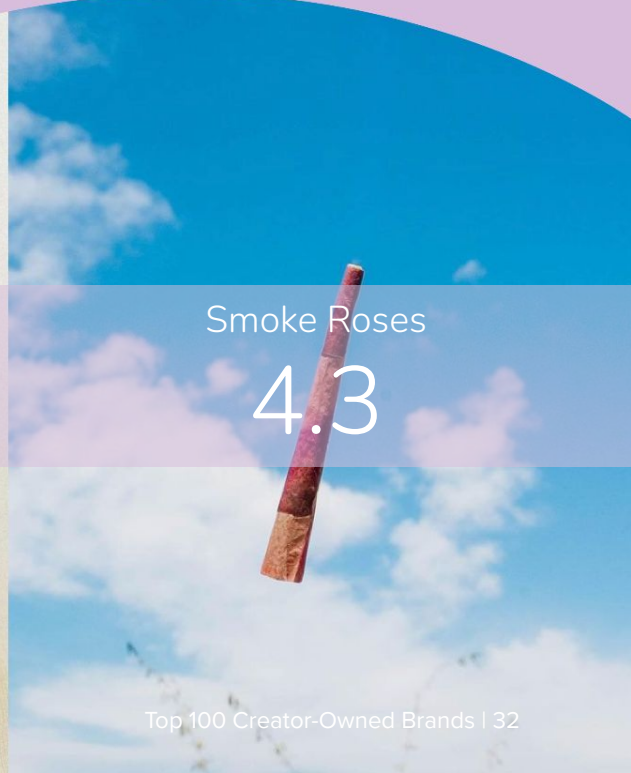
Xeela

27.46



Happyface

3.9



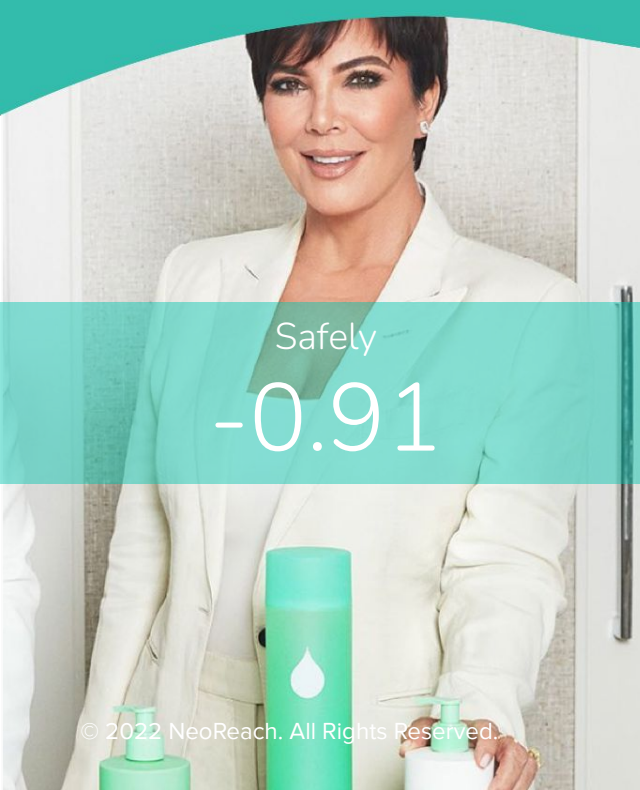
Smoke Roses

4.3



Trending Down

On the other hand, data shows that Safely, Megababe, and Farago the Label will all be trending downward in the next few months.



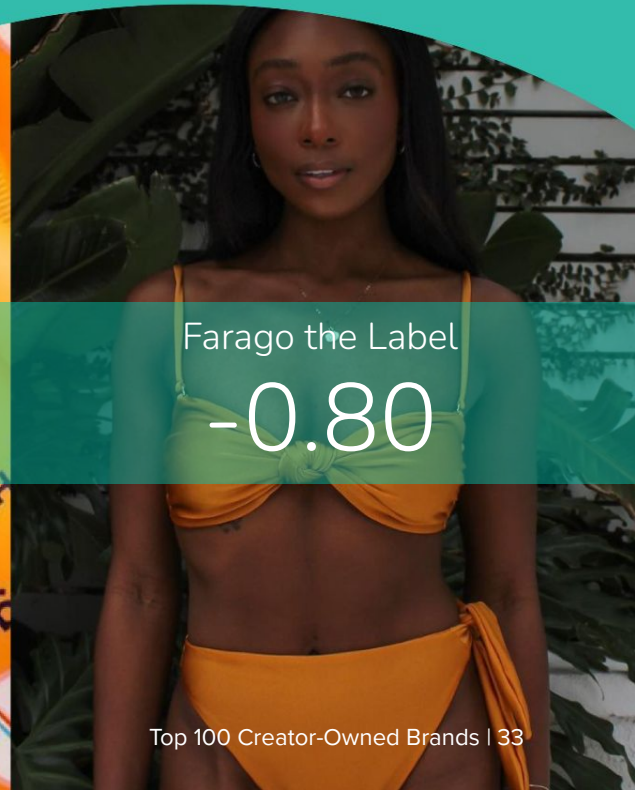
Safely

-0.91



Megababe

-0.82



Farago the Label

-0.80



Marketing Strategy



Instagram Reach vs. Value per Follower



Brand Instagram Reach Value per Follower

ipsy

Ipsy

3,200,000

\$13.02



Mr. Beast Burger

676,200

\$12.32

SWEAT

Sweat

1,000,000

\$8.29

Arrae

Arrae

61,3000

\$6.80

SKIMS

Skims

4,300,000

\$5.33

CRAFTD
LONDON

CRAFTD

338,800

\$4.06

MOE

MOE Assist

27,000

\$3.09

FIND WHAT
Feels Good

Find What
Feels Good

270,000

\$1.54

wildflower

Wildflower Cases

805,700

\$0.61

hf

Happyface

157,300

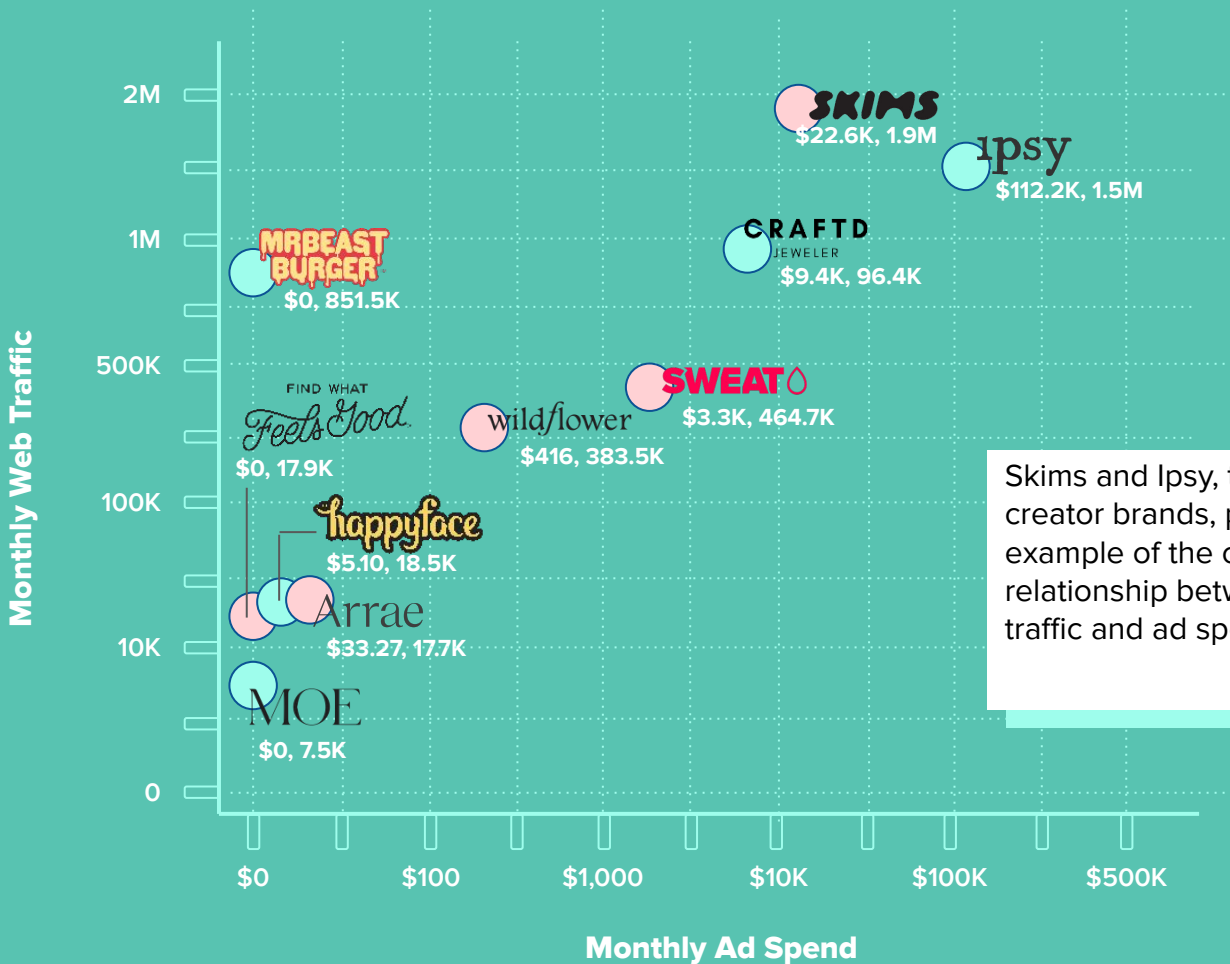
\$0.53

Monthly Revenue vs. Website Traffic



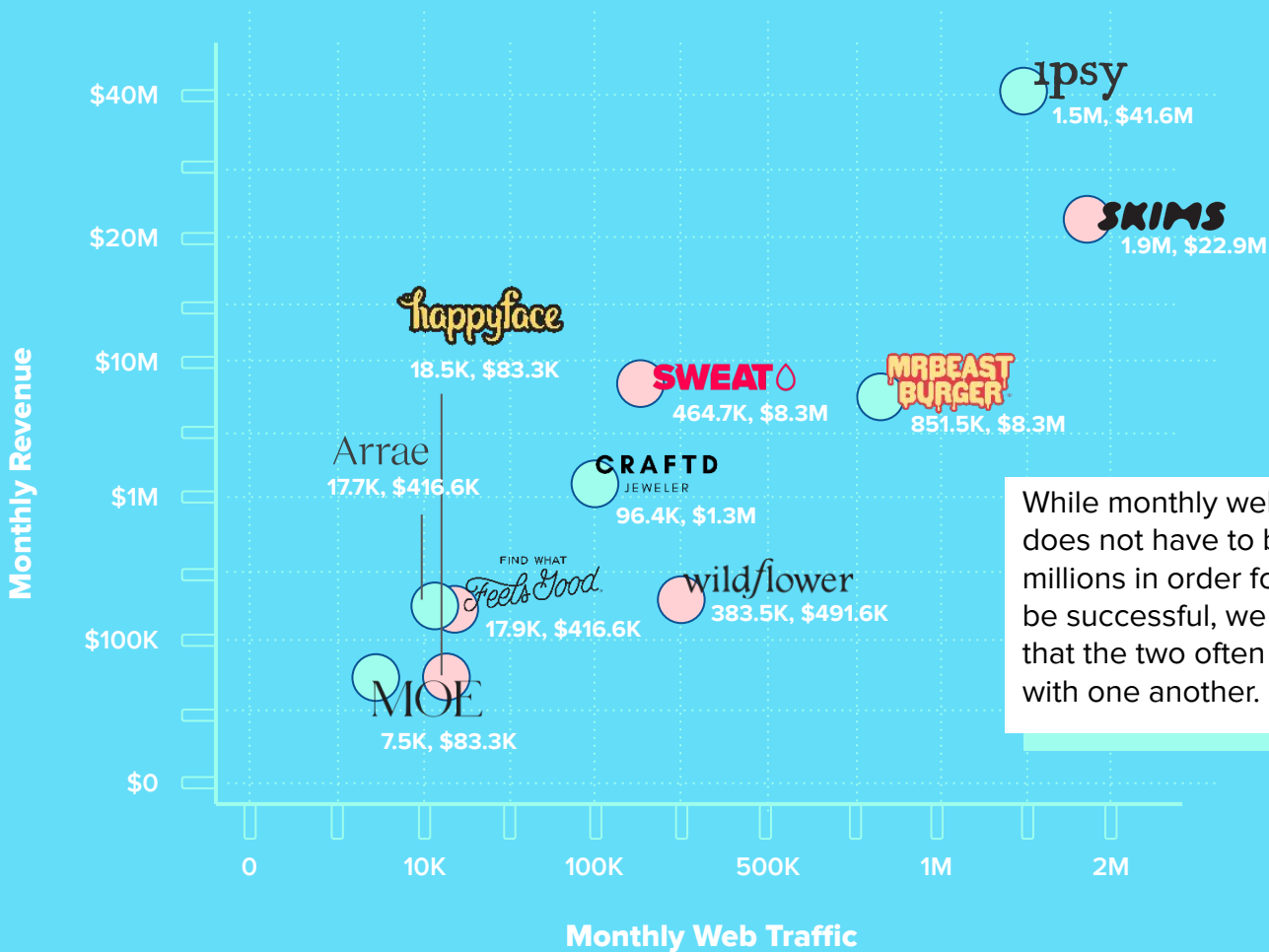
	Brand	Monthly Revenue	Website Traffic
	Sweat	\$8,333,333	464,700
	Ipsy	\$41,666,666	1,500,000
	Skims	\$22,916,666	1,900,00
	MOE Assist	\$83,333	7,500
	Find What Feels Good	\$416,666	17,900
	Mr. Beast Burgers	\$8,333,333	851,500
	Arrae	\$416,666	17,700
	CRAFTD	\$1,375,000	96,400
	Happyface	\$83,333	18,500
	Wildflower Cases	\$491,666	383,500

MONTHLY AD SPEND VS. WEB TRAFFIC



Skims and Ipsy, two of the top creator brands, provide a good example of the complementary relationship between website traffic and ad spend.

MONTHLY REVENUE VS. WEB TRAFFIC



While monthly website traffic does not have to be in the millions in order for a brand to be successful, we can see here that the two often correspond with one another.

Notable Highlights

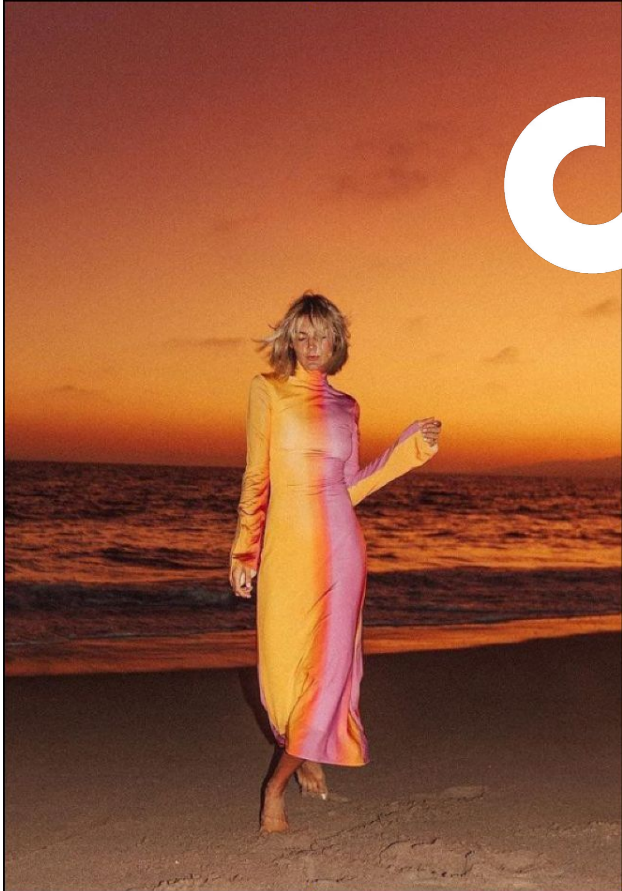




Average Instagram Account Size

1,425,800

Followers



Average TikTok Account Size

212,920

Followers



Average YouTube Account Size

183,103

Subscribers



Average Paid Ad Spend

\$2,499.28



Total Funding

\$689,217,500.00



Editor's Note

In the past 10 years, we have seen a number of content creators take on the challenge of brand ownership.

From billion dollar beauty brands like Ipsy to groundbreaking fashion brands like SKIMS, many of these companies became notable competitors in their respective industries.

This report presents data from 100 creator brands, with launch dates spanning from 2009 to 2022. Some of them have grown to enormous heights, while others are standing in their shadows.

As the creator economy grows in size, the number of creator brands will grow as well. More than ever before, creators will be tasked with standing out and making their mark on the industry. Originality and dedication must be at the forefront of their minds if they are hoping to succeed.



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