The *RedNote* Beauty Index

2025.

The definitive benchmark for prestige beauty brand presence and performance on RedNote

Word From DLG.

Well before the luxury sector began to recognise the full potential of RedNote, the platform had already established itself as a critical growth engine for China's beauty industry.

With millions of influencers and consumers sharing product reviews, exploring personalised routines, and comparing shade swatches, RedNote has evolved far beyond its origins as a social platform. For beauty brands, it now functions as both a brand-building arena and a direct driver of sales, where public sentiment—the *vox populi*—can accelerate market success or precipitate rapid decline.

This is the transformative power of user-generated content (UGC). Today, we are witnessing luxury brands follow a similar path, placing UGC at the centre of their digital strategies. This shift is reshaping the playbook—from content creation models to KOL collaboration frameworks; from data intelligence capabilities to KPI structures across organisations.

Against this backdrop, we are proud to introduce the first standalone beauty edition of the *RedNote Luxury Index*. This analysis evaluates the performance of 70 prestige beauty brands on RedNote and benchmarks them against the 130 luxury brands covered in our broader research, offering a clear view of the different levels of adoption between the two categories. Leveraging our proprietary RISE (RedNote Influence & Strategy Evaluation) methodology, we also rank brands across three key dimensions: Voice, KOL Investment, and Heat.

As RedNote continues to redefine the dynamics of consumer influence in China, the beauty edition serves as both a market barometer and a strategic guide. Our hope is that it empowers industry leaders to not only measure their current impact but to seize emerging opportunities—translating community engagement into enduring competitive advantage.

PABLO MAURON.
Managing Partner China & Board Member
DLG

Word From Newrank.

After several years of changes, Chinese marketing market has also ushered in new opportunities and challenges. Whether it is beauty or luxury goods, enterprises basically need to accumulate brand potential, win consumer word-of-mouth, and seek market growth. It can be said that this marketing test is by no means a simple "multiple-choice question." It is complex and diverse, requiring both choices and considerations. As a content technology company deeply engaged in new media data, data is our foundation and an important advantage for us to cooperate with professional institutions like DLG. We are therefore delighted to join hands with DLG again provide customers with insights into marketing trends in the Chinese market and offer professional and effective solutions at the same time.

This beauty report reveals that Chinese consumers, especially those on the RedNote platform, possess highly professional purchasing decision-making power. In the past two years, beauty brands have also regarded RedNote as a core operating platform in the Chinese market, using word-of-mouth to promote products and leveraging opinion leaders to enhance influence, thus deeply engaging in Chinese market marketing. In response, Newrank will continue to pay close attention and in the future, will deeply empower marketing with AI Agent, growing together with domestic and foreign brand customers.

Thank you again for your continuous attention to this cooperation. We look forward to having the opportunity to achieve win-win cooperation with all of you in the future.

WEIYU CHEN.
President
Newrank

Methodology.

70 brands

Skincare

Makeup

Fragrance

Sign up to be among the first to access the *RedNote Luxury Index* this October, covering 130 brands across Fashion, Jewellery, Watches, and Wine & Spirits.

Data source:

Jan-June 2025

Performance is analysed using:

- Brand account and content performance
- Influencer paid collaboration
- Brand mentions and social buzz
- Search volume by brand and keyword

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01. Overview

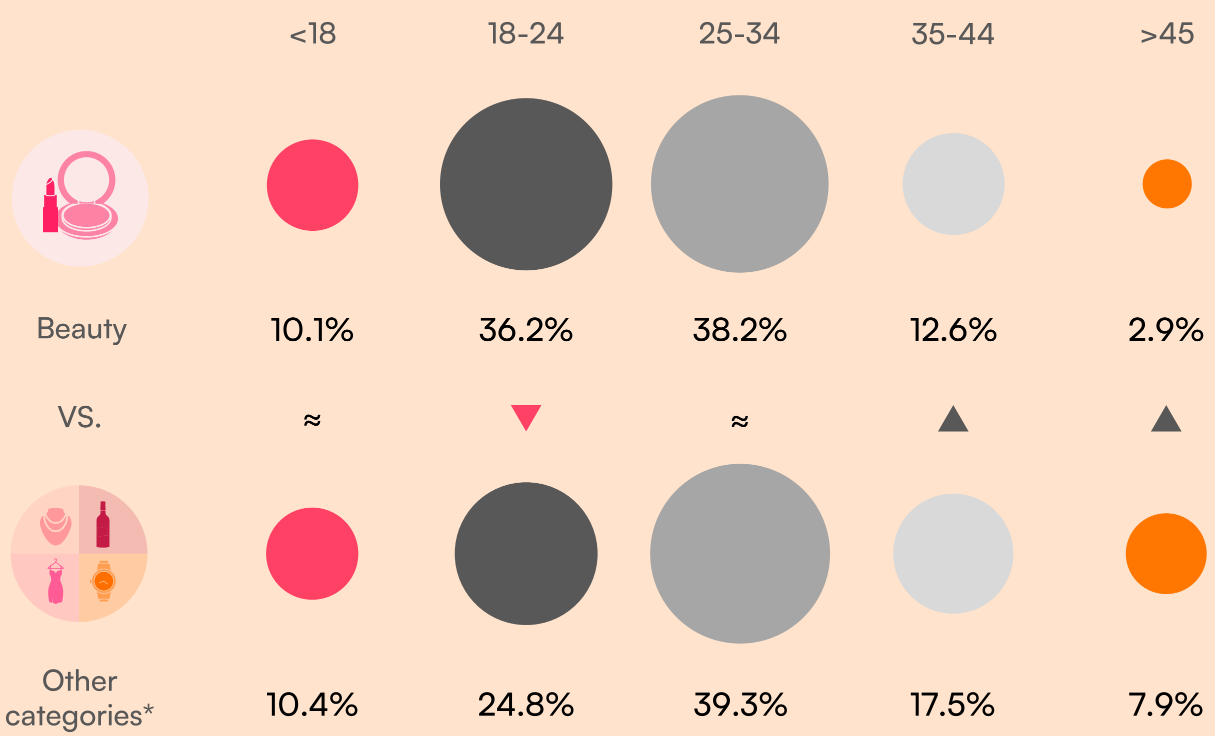
What does the RedNote community mean for luxury brands—and how should they approach this audience with a structured, strategic mindset?

A New Luxury Community.

Demographic

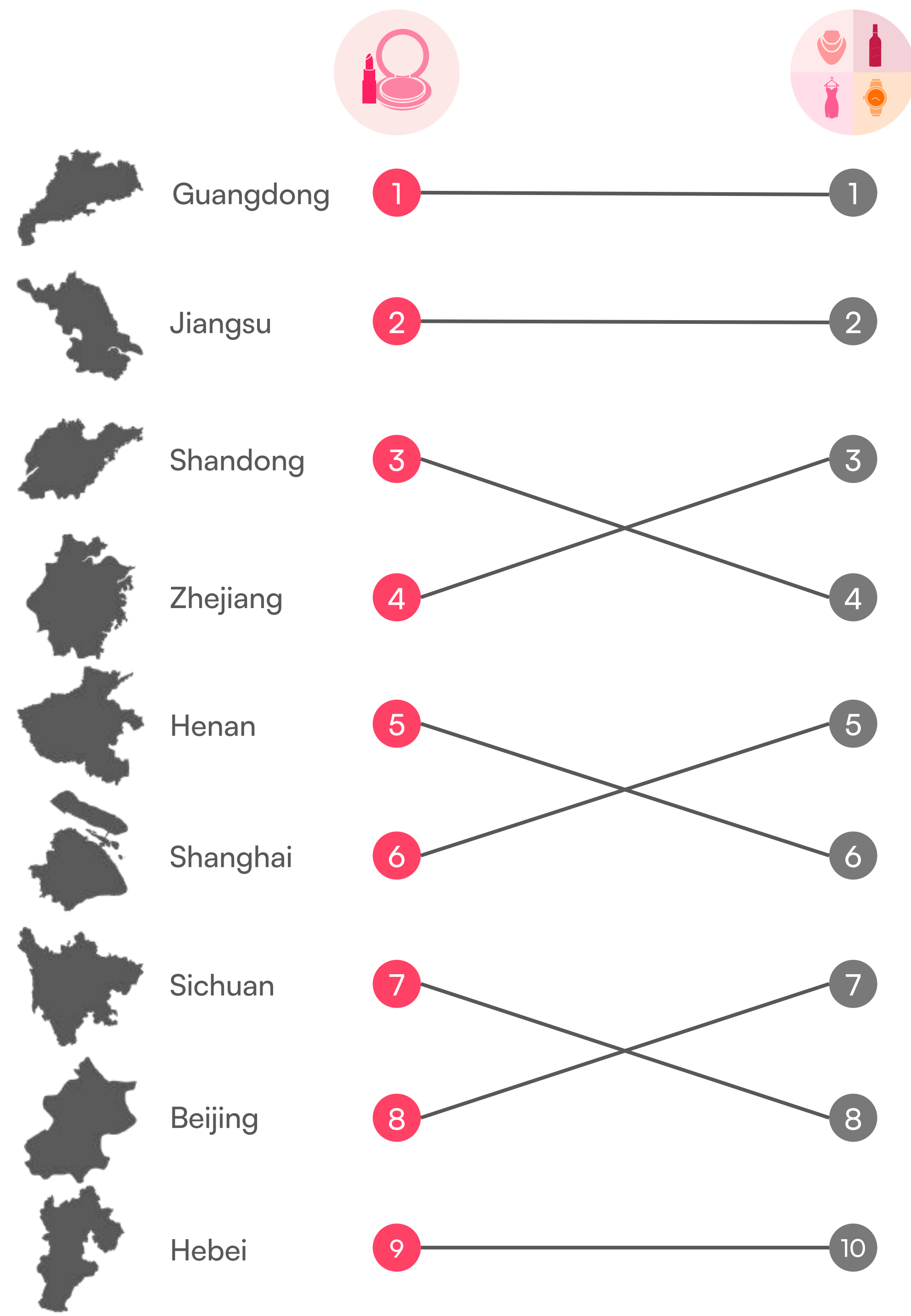
The Beauty community's age distribution is younger, with the largest proportion of followers in the 18-24 and 25-34 age groups. In contrast, Other categories have a more mature fan base, with a larger share of the 35-44 and >45 demographics. Regionally, however, both the Beauty and other luxury communities share a similar geographical concentration, with Guangdong, Jiangsu, Shandong, and Zhejiang leading in community size.

AGE DISTRIBUTION OF THE LUXURY COMMUNITY ON REDNOTE



*"Other categories" in this reports refers to the 130 luxury brands in Fashion, Watches, Jewellery, and Wine & Spirits in the RedNote Luxury Index 2025, with data collected at the same time as that for beauty brands.

TOP REGIONS BY LUXURY COMMUNITY SIZE ON REDNOTE



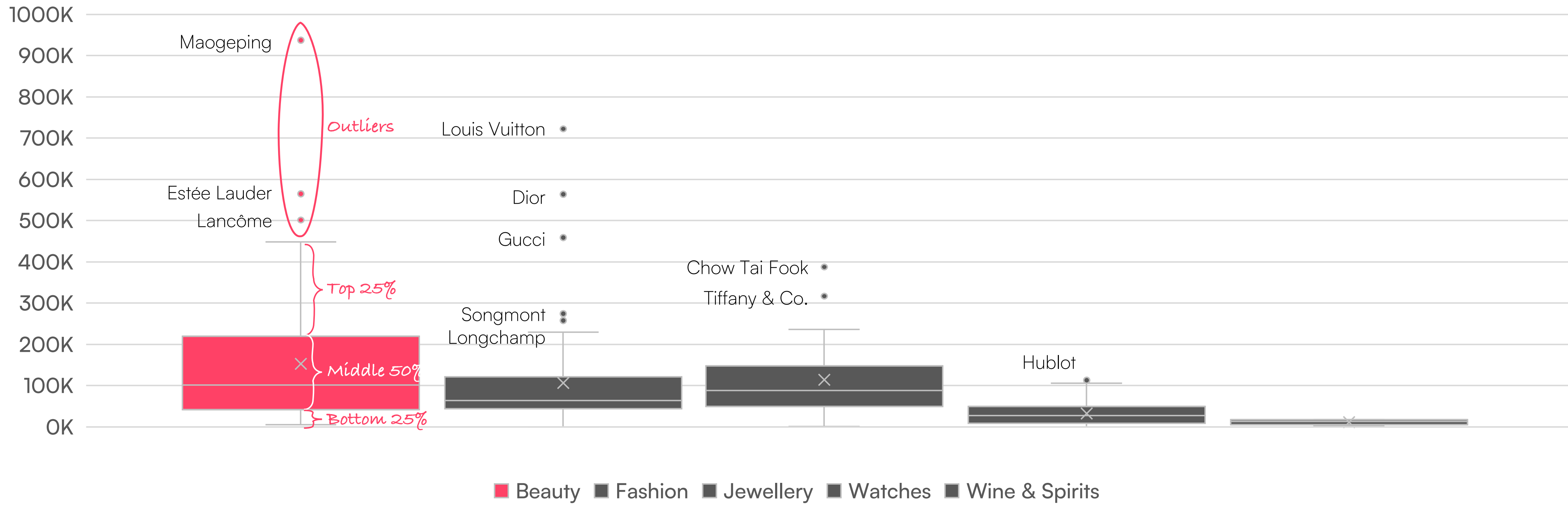
A New Luxury Community.

Fan base

The Beauty sector demonstrates a far greater level of recognition and market presence on RedNote compared to the aggregate of other categories. Beauty brands show a much larger fanbase range (5k~937k) and a higher median (~100K), indicating that Beauty has, on average, a more substantial following. The presence of numerous outliers, representing brands with exceptionally large fanbases, highlights the strong momentum and dynamic growth potential within this category.

By comparison, other categories show a more concentrated and smaller fanbase range, suggesting a lower overall awareness and more limited market penetration. The fan base distribution for these categories is less dynamic, with fewer outliers and a lower median. This points to a more fragmented market where individual brands are less likely to achieve the same level of widespread community and fan base size as their counterparts in the Beauty sector.

FAN BASE DISTRIBUTION BY CATEGORY



A New Luxury Community.

Growth rate

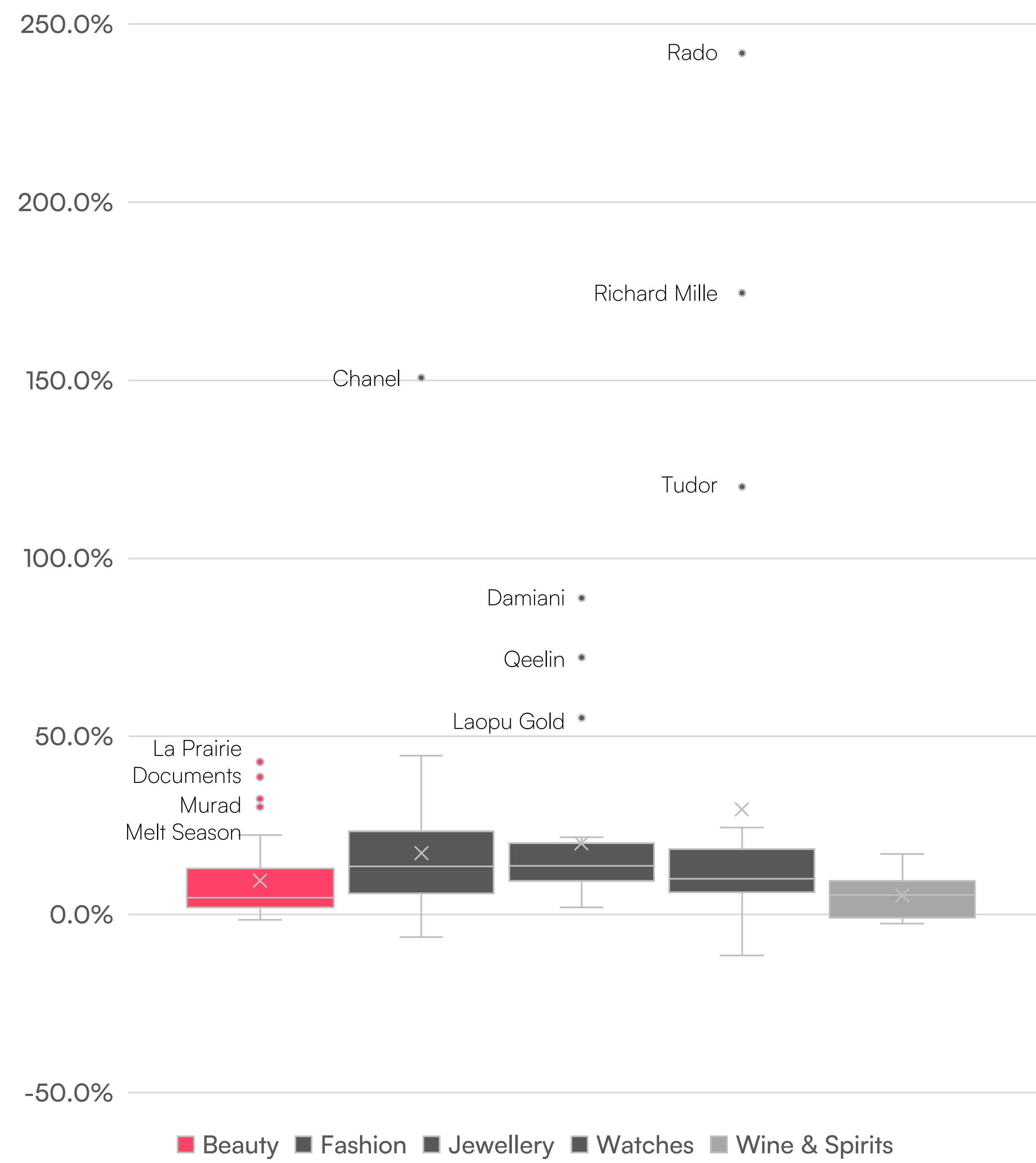
The Beauty sector exhibits a distinctly different growth dynamic compared to other categories, which can be attributed to its highly mature and extensive fan base.

The sector may have reached its maturity after long-years of presence on RedNote. Despite having the largest and most developed fan base, the median growth rate for Beauty brands is low (4.8%). This suggests that while it is a highly recognised and dominant category, the market is highly saturated and competition is fierce.

The attraction of a brand's owned-channel is often less than the flood of user-generated content, which also contributes to this low growth. As a result, it is challenging for the average brand to acquire significant new followers.

However, the presence of positive outliers like La Prairie, an innovative luxury beauty brand, and Documents and Melt Season, local Chinese niche perfumeries, shows that while the sector's overall momentum may be low, brands with effective strategies can still achieve rapid growth and stand out from the competition. This contrasts with the aggregate of the other categories, which, despite having a smaller overall fan base, show a higher median growth rate. The higher momentum for these sectors highlights that they are still in a fan base building phase, where strategic efforts can yield greater proportional returns, thus allowing brands to continue to build their presence on the platform.

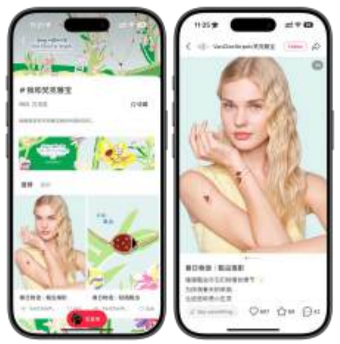
GROWTH RATE DISTRIBUTION BY CATEGORY



Consumer Journey.

Full funnel engagement framework

Brand & Product awareness → Product seeding & Interest build → Lead conversion & Data capture → User Advocacy & WOM Amplification

	Awareness	Interest	True Interest	Purchase/Leads	Share
Definition	Passive exposure to a brand or product	Users show initial interest and form brief recall	Brand/Product intent-driven search with deeper exploration	Development of purchase intent with identifiable conversion signals	Emotionally driven sharing behaviour
Typical action	Launch screen view Feed exposure	In-feed content reading Curiosity-driven interactions	Proactive search Repeated in-depth reading	Leads generation 1:1 Conversation with BA*	Enthusiastic posting Positive commenting
User journey					

*Brand Ambassador

Consumer Journey.

BKFSC framework

The Beauty industry has been an early adopter of the RedNote platform, leveraging the KFS framework to successfully drive growth. However, for prestige beauty brands, a similar expanded framework is required. Much like luxury brands, prestige beauty brands must emphasise the "Brand" segment to shape their unique image and enhance their presence on the platform.

This expanded framework provides a strategic roadmap for these brands, enabling them to connect all stages of the consumer journey. By adopting the full BKFSC model, prestige beauty brands can intelligently allocate resources to not only build visibility and drive engagement but also to strategically manage their brand image, ultimately ensuring their efforts lead to measurable commercial outcomes.

	B Brand	K KOL & KOC	F Feeds	S Search	C Conversion
Definition	Activities centered around a brand's official RedNote account	Paid and free influencer activations between brands and celebrities, KOLs, and KOCs	Brand visibility and social buzz driven by both paid ads from the brand and organic user-generated content	Brand desirability and visibility reflected by user search activities	E-commerce business or other conversion-driven efforts by brands on the platform
Performance Benchmark	• Follower growth and profile • Level of follow activity • Level of engagement • Content output frequency • Content quality and resonace	• Commercial notes* volume • Level of engagement of commercial notes • Influencer mix effectiveness • ROI of influencer activations • Alignment with brand messaging	• Share of voice • Audience sentiment • Content varality • In-feed ads performance	• Search volume • Share of search • Search ads performance • Brand zone performance	• EC conversion rate • Data capture capability • Drive-to-store capability

* A commercial note refers to any brand-sponsored post published by an account and facilitated through or reported on Pugongying.

Executive Summary.

I. RedNote has moved beyond beauty

The platform's landscape has shifted. Prestige beauty, once dominant, now holds just 27.2% share of voice—challenged by fast-rising luxury categories such as fashion (50.0%). This signals intensifying competition for consumer attention across a broader spectrum of interests.

II. A consumer-driven ecosystem dictates a new pattern

With 77% of beauty searches being product-led, RedNote has become a powerful discovery engine. User activity often follows its own timelines, sometimes misaligning with brand marketing calendars—like the UGC trough during the Lunar New Year brand push. Brands that adapt to these natural rhythms can unlock greater resonance and efficiency.

III. Strategic pulses outperform constant output

In a crowded feed, frequency does not guarantee exposure. Beauty brands are already adopting an agile "pulsing" strategy, with milestone posting frequency up 15% compared to other days. This approach of creating targeted moments of excitement proves more effective at capturing readership than a standard "always-on" strategy.

Executive Summary.

IV. Content must diversify in theme and format

Despite experiments with lifestyle themes such as travel and entertainment, 82% of beauty content remains product-focused. Video is still underutilised: though only 35% of posts, it accounts for nearly 45% of readership—highlighting untapped potential beyond text-and-image formats.

V. Expertise is the new face of influence

On RedNote, credibility drives engagement. Top KOLs, valued for their expertise, generate three times the engagement of celebrities. The growing influence of micro-KOLs and KOCs further reinforces the importance of authentic, peer-driven validation.

VI. KOS: opportunity with risk

Key Opinion Sales (KOS) has reached near-universal adoption in prestige beauty (89%). Yet, only half of brands employ official tools to integrate these accounts with brand operations—leaving significant risks in content quality, message consistency, and overall efficiency.

02. Brand

A brand's official account is the foundation for marketing on RedNote. Which brands are best at capturing attention and engaging users on the platform?

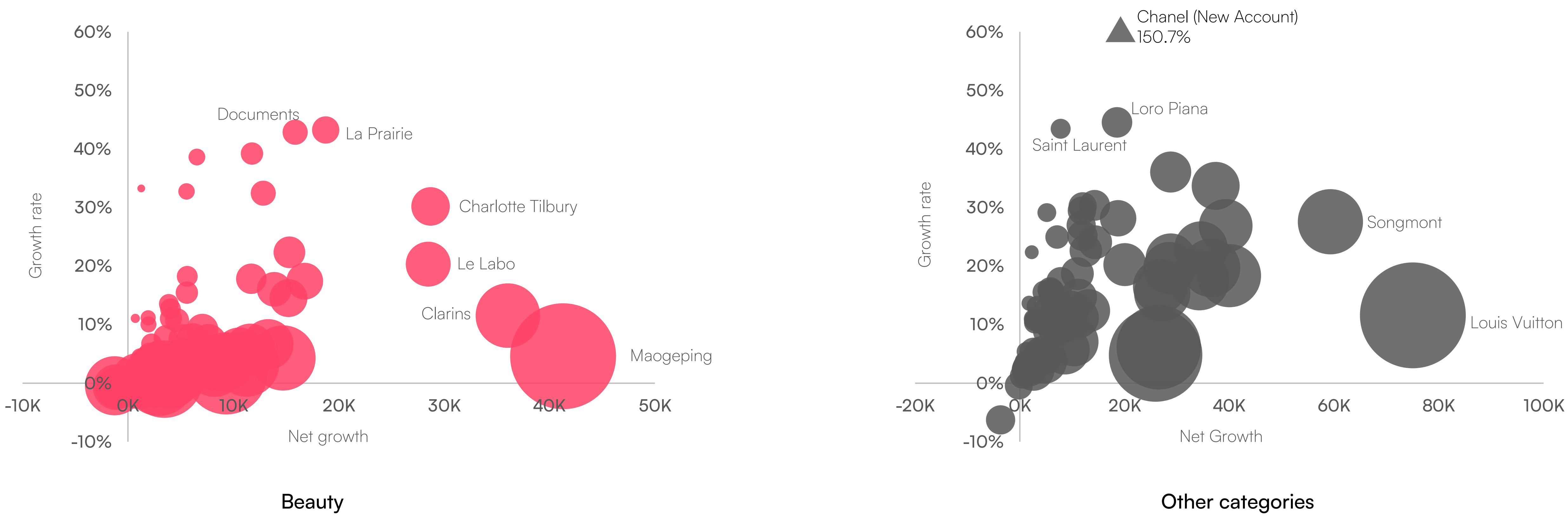
Fan Base.

Growth rate

Beauty's fan growth patterns indicate a mature ecosystem. Unlike other luxury sectors with extreme outliers, its performance is more compressed. A strong cohort of established brands like Clarins and Maogeping drives high net growth but at a more moderate rate, suggesting acquisition strategies have converged as the category enters a period of steady expansion.

This creates a fragmented landscape where even top performers' net growth is capped lower than in other sectors. In this mature phase, momentum is not from capturing an untapped market but from outperforming rivals. High-velocity brands like Documents and La Prairie showcase this, achieving impressive growth rates of over 40% through targeted, product-led hype cycles, proving that significant momentum is still possible within specific niches.

FAN GROWTH RATE VS. NET FOLLOWER GROWTH (6M)



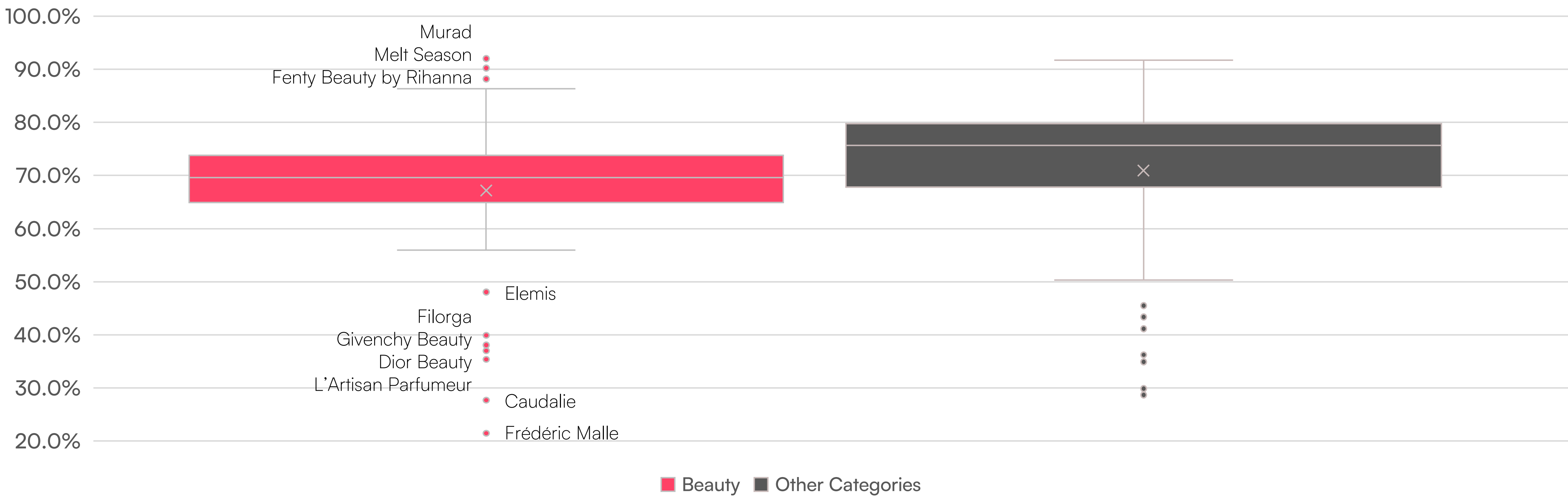
Fan Base.

Active followers*

Fierce competition within the mature beauty industry creates a paradoxical effect on engagement. While top niche brands like Murad and Fenty Beauty by Rihanna, excel, the immense pressure causes the sector's median active follower rate (69.6%) to lag behind other categories (75.7%). The underperformance of giants like Givenchy Beauty is not an indictment of their voice on the platform, but a clear symptom of a strategic mismatch with RedNote's hyper-competitive ecosystem.

For instance, the product-centric, "one-way broadcast" style of Caudalie and Givenchy Beauty often leads to ineffective fan growth. This demonstrates that on RedNote, the real competitive moat lies not merely in acquiring followers, but in converting them into genuine, active brand advocates through platform-native content and authentic community engagement — a strategy that has been well leveraged by younger, niche players.

ACTIVE FOLLOWERS DISTRIBUTION BY CATEGORY



** Active Followers is a benchmark defined by Xinhong, leveraging machine learning trained on user behaviour to identify the proportion of highly engaged users, measured through actions such as likes, comments, favourites, and shares.*

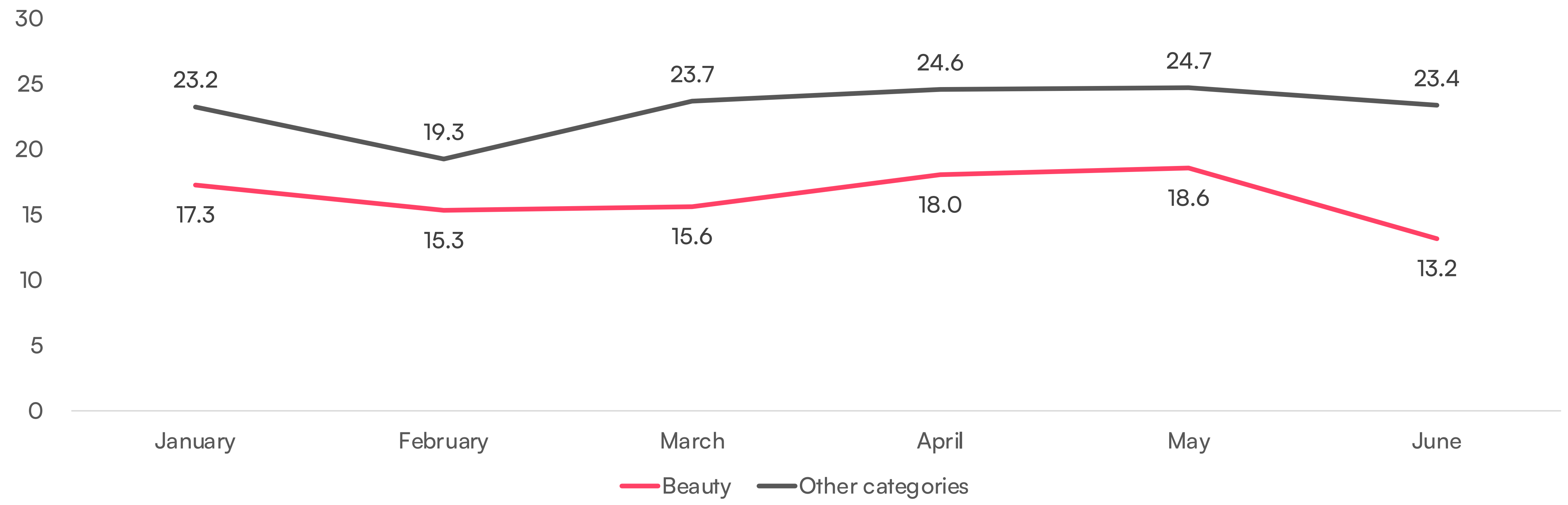
Posting Frequency.

Monthly posts

The monthly posting cadence for the Beauty industry and other luxury categories is synchronised, indicating both sectors operate on the same macro-rhythm on RedNote. Both experience a clear post-Lunar New Year dip in February before beginning a synchronised climb to a peak in May. This shared trajectory proves that both are driven by the same key marketing milestones, reacting in unison to the overall consumer calendar.

Despite the shared rhythm, a key distinction lies in the overall posting volume. Throughout the period, Beauty's average posting frequency is consistently lower than the "Other categories" composite. This reflects the immense, category-leading posting volume of the Fashion sector, which heavily skews the average upwards. This highlights that whilst Beauty's content strategy is very active, it does not rely on the same level of sheer volume as the top fashion houses to maintain its presence.

AVERAGE MONTHLY POSTS PER BRAND BY CATEGORY*



*To better represent industry norms, the outlier brand Maogeping—averaging over 300 posts per month—has been excluded from the chart.

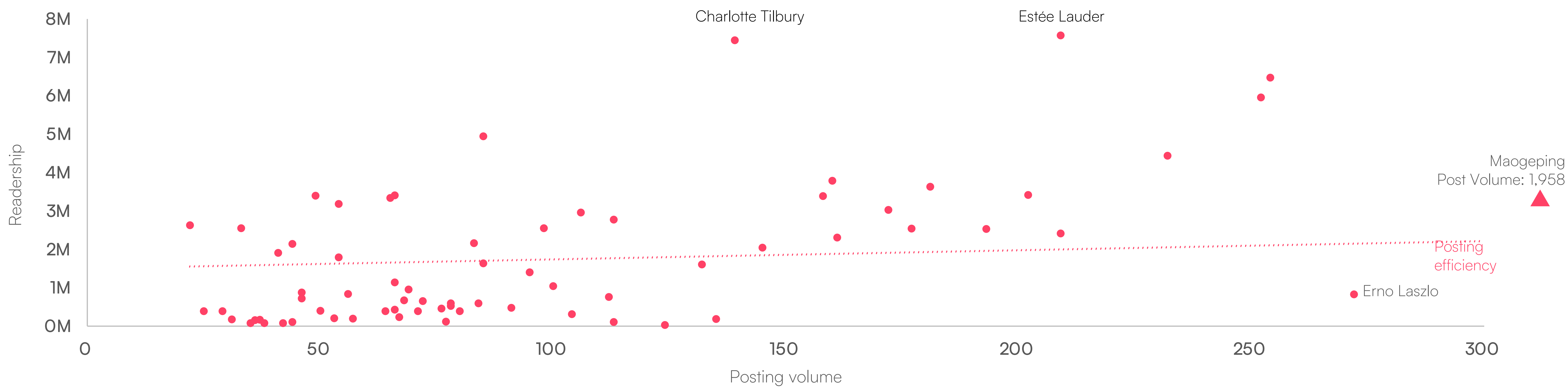
Posting Frequency.

Posting efficiency

The most defining pattern for Beauty is the dense cluster of brands trapped in a low-efficiency ceiling. Within this bottom-left quadrant, a higher posting volume does not yield proportional viewership; many brands posting 125 times achieve no more readership than those posting 25. This proves that for some, brands, increasing content fails to build an audience, trapping them in a saturated traffic pool where standard content struggles to break through.

This pattern illustrates a widespread strategy of "industrialised post bombardment," where generic, high-volume output fails to generate true engagement on RedNote. The success of outliers like Estée Lauder and Charlotte Tilbury proves the only way to break free is by rejecting this volume-based tactic. The true strategy lies in creating creative, resonating social posts that generate genuine engagement and achieve outlier efficiency.

READERSHIP VS. POSTING VOLUME (6 MONTHS)



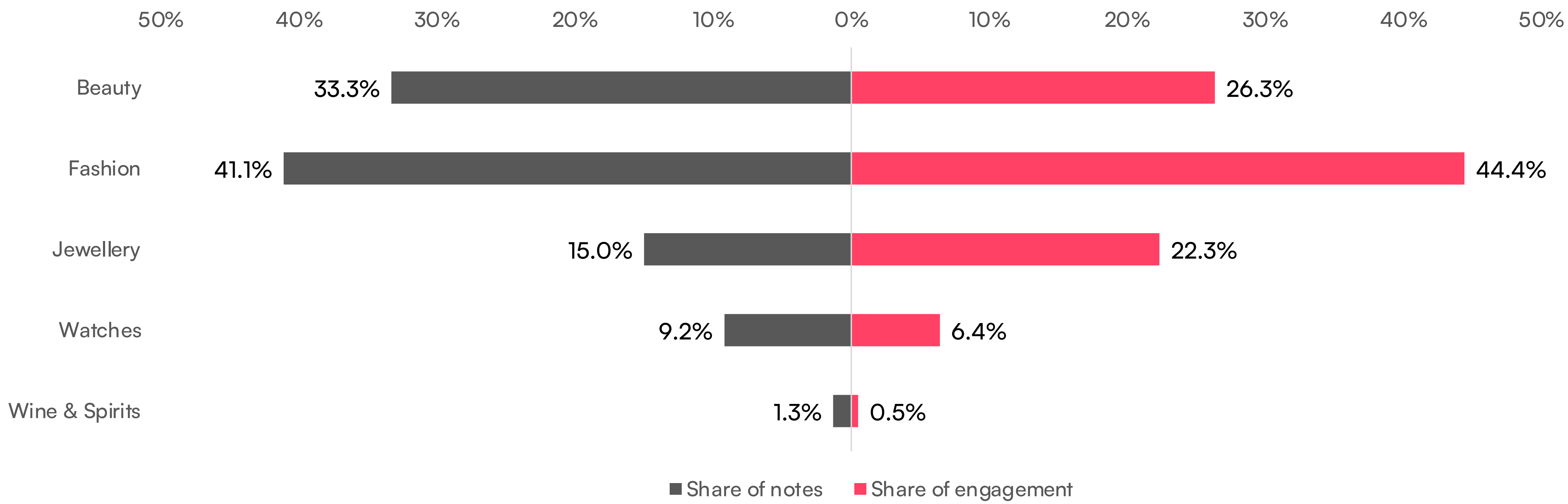
Level of Engagement.

Engagement volume

Beauty's content strategy reveals a high-volume posting approach that yields diminishing returns. Brands contribute a 33.3% of post volume, second only to Fashion, yet this effort captures a proportionally smaller 26.3% of engagement. This efficiency gap signals a saturated market where a constant presence is prioritised over resonant content, leading to significant consumer fatigue—especially in an ecosystem that heavily favors authentic user-generated content over brand content.

In this mature ecosystem, simply producing more content is an ineffective strategy. The challenge for prestige beauty brands is to break through the saturation by pivoting from a high-frequency broadcast model to one focused on value proposition and authenticity. Success on RedNote requires culturally resonant content that offers genuine utility and fosters community interaction. Ultimately, brands must shift their focus from winning the "share of posts" to earning a more valuable "share of genuine interest."

SHARE OF POSTS VS. SHARE OF ENGAGEMENT BY CATEGORY



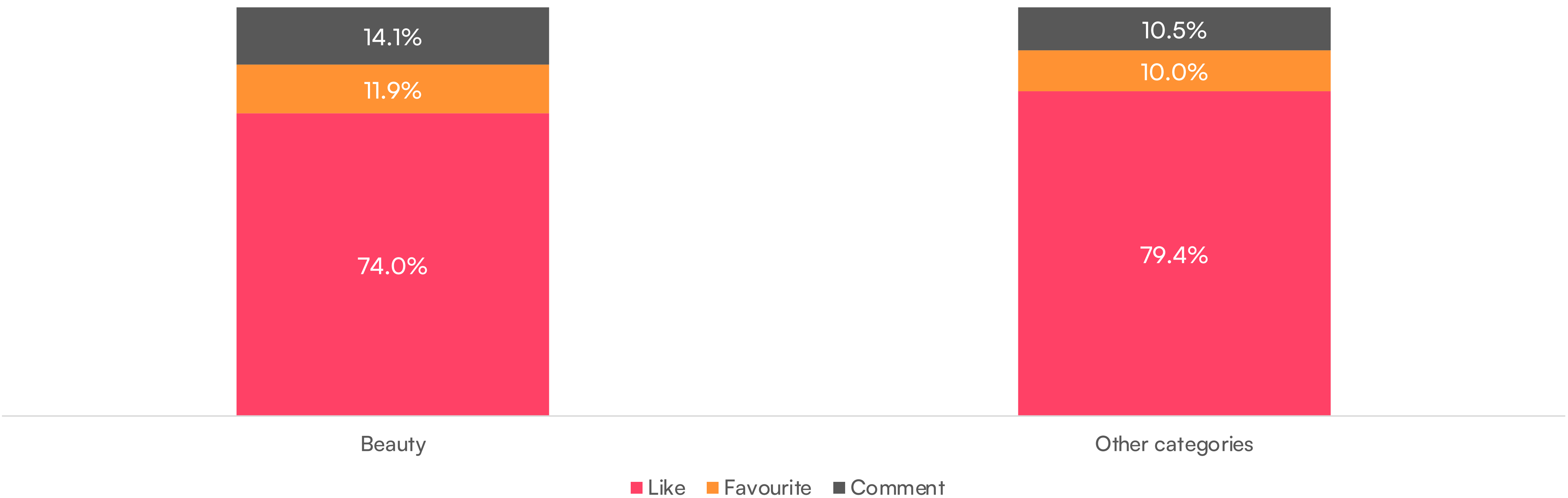
Level of Engagement.

Engagement type

On RedNote, each engagement type signals a different user intent. “likes” are the baseline of passive appreciation, while “Favourites” indicate a higher intent to save content for future purchase consideration. “Comments” represent the deepest engagement, fostering active community discussion and signalling high resonance.

Beauty’s engagement mix reveals a distinct, tactic-driven pattern. Compared to other luxury categories, it has a lower share of passive “Likes” but a notably higher share of both Comments (14.1%) and Favourites (11.9%). This is often a direct result of brands leveraging frequent “lucky draw” campaigns that require users to perform all three actions to participate. While effective at boosting visibility in a competitive space, this means the higher engagement may reflect tactical participation rather than purely organic community discussion.

ENGAGEMENT BREAKDOWN BY CATEGORY

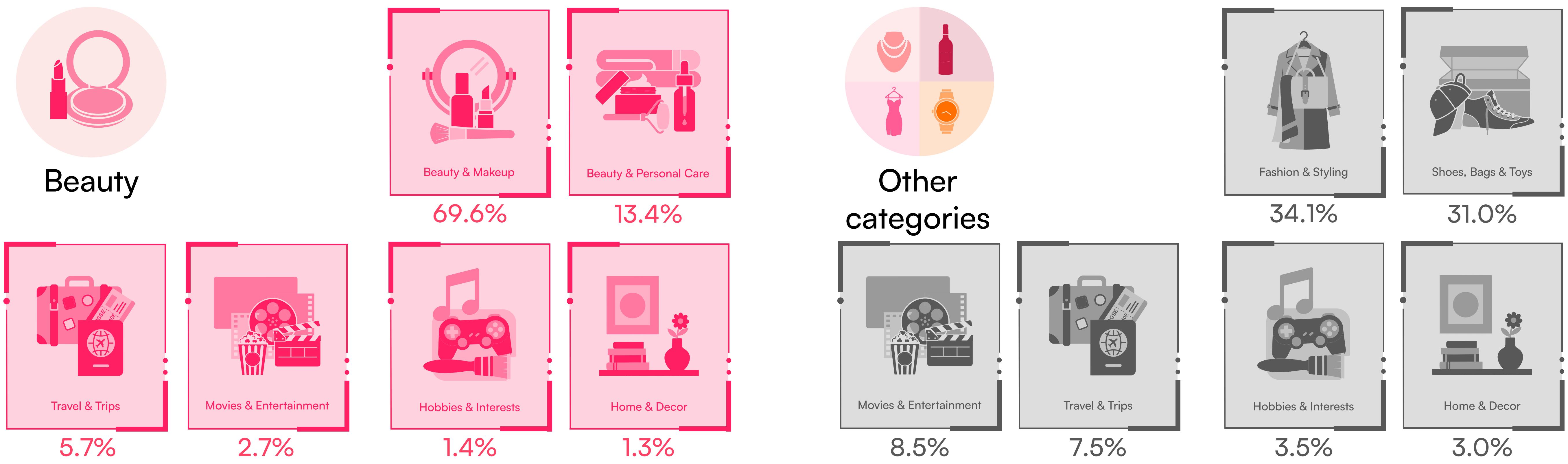


Content.

Content pillar

By analysing the content types of brand posts, we can see how much of their communication focuses on their core category. At the same time, this perspective also reveals whether brands leverage other themes to enrich their storytelling and engage different consumer groups.

For beauty brands, 83% of content remains centred on the Beauty category, with only a small share dedicated to other topics—highlighting that their owned channels are still predominantly product-driven. In contrast, over 35% of luxury brand content explores broader lifestyle themes, particularly entertainment, travel and hobbies.



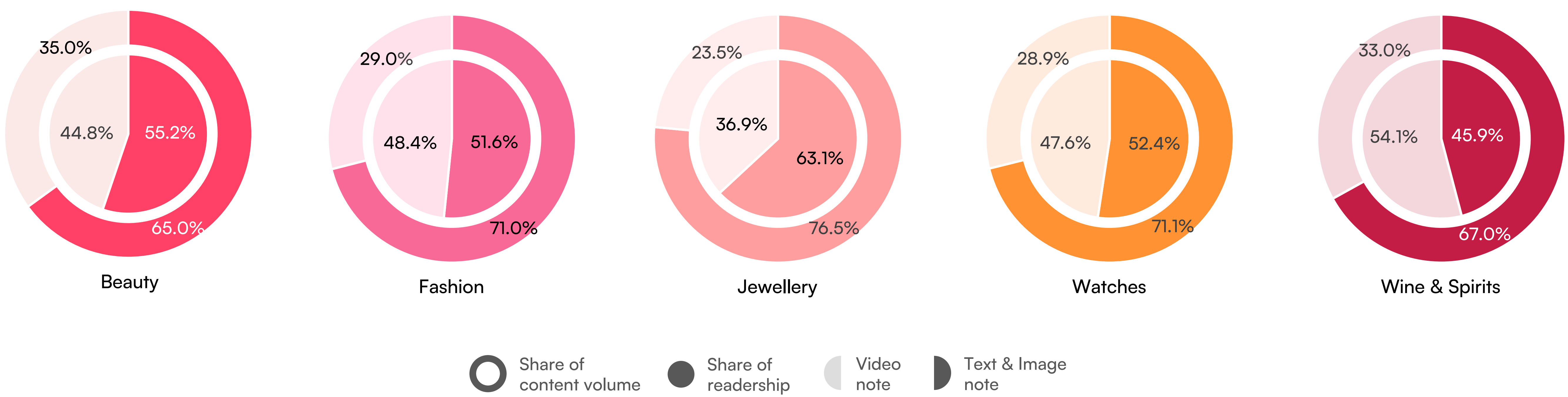
Content.

Content Type

The prestige beauty industry exhibits the same strategic misalignment seen in other sectors. Although video makes up only 35.0% of total posts, it proves highly efficient—capturing 44.8% of readership. This efficiency gap highlights how content calendars remain overly dominated by text and image notes, leaving the majority of content effort under-leveraged.

A targeted solution requires a dual-pronged strategy. High-cost video content should be reserved for major brand campaigns and co-creation content with influencers for high-impact seeding. This must be supported by a steady stream of cost-effective text & image content, which serves a crucial, functional role by being informative and practical—communicating essential updates like promotion announcements, new product launches, and detailed tutorial guides to the community.

CONTENT FORMAT EFFICIENCY: POST VOLUME VS. READERSHIP SHARE



Milestone Activation.

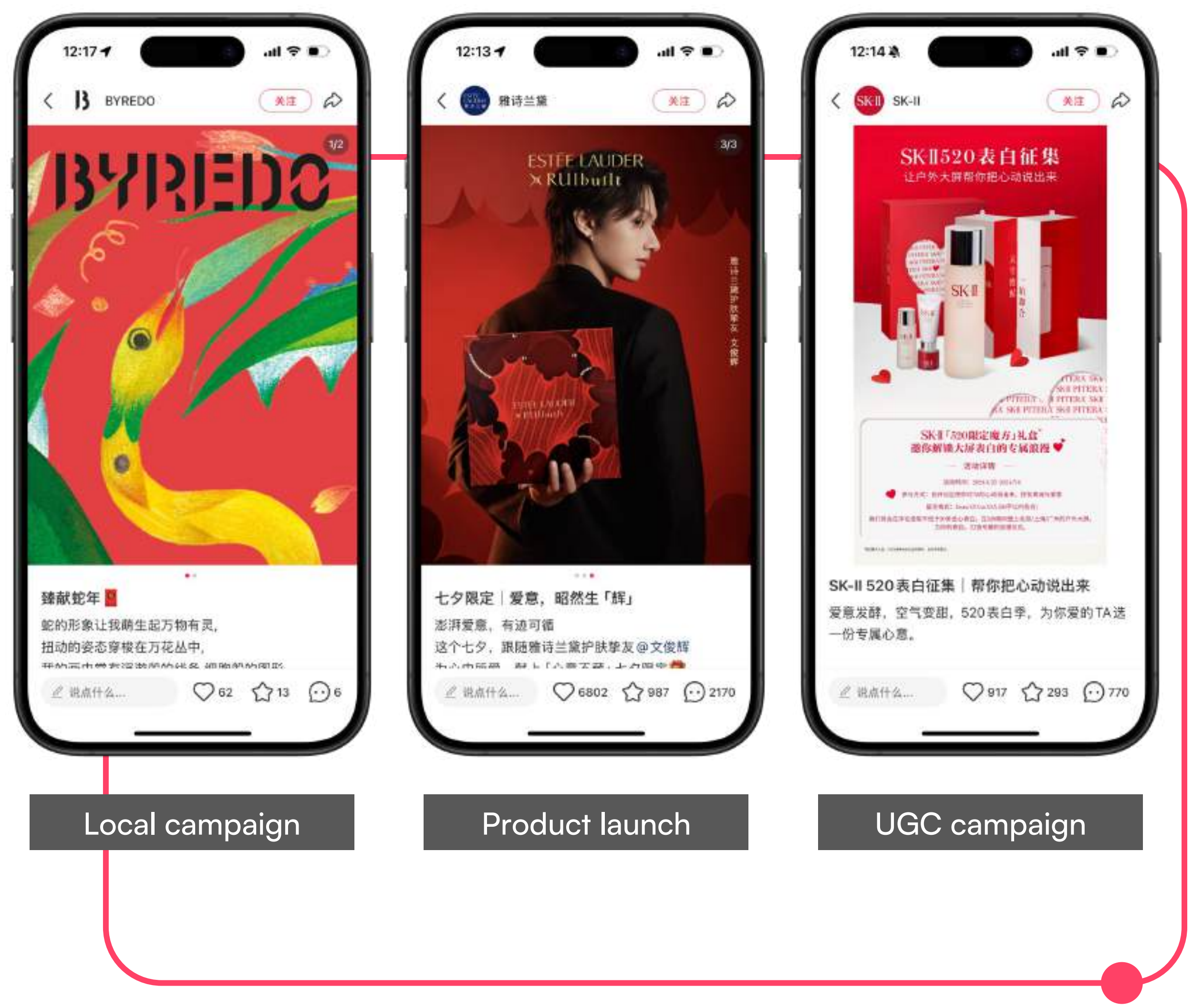
Overview

For beauty brands, local milestones represent not just significant revenue surges, but also prime opportunities to enhance market through celebrity endorsements, special editions, and influencer partnerships. In contrast to luxury, beauty marketing around these events adopts a more product-centric and conversion-driven approach. Furthermore, they frequently employ community management tactics, such as UGC campaigns and lucky draws, to drive engagement and amplify their share of voice.

Milestone	Monitoring period*
Qixi Festival (2024)	26 July — 10 August
Singles' Day (2024)	27 October — 11 November
Lunar New Year (2025)	9 January - 24 January
520 Festival (2025)	5 May — 20 May
618 Shopping Festival (2025)	3 June — 18 June

*The date ranges shown do not refer to actual festival days, but the full monitoring periods, including brand warm-up campaigns and related platform activities.

MILESTONE ACTIVATIONS ON REDNOTE



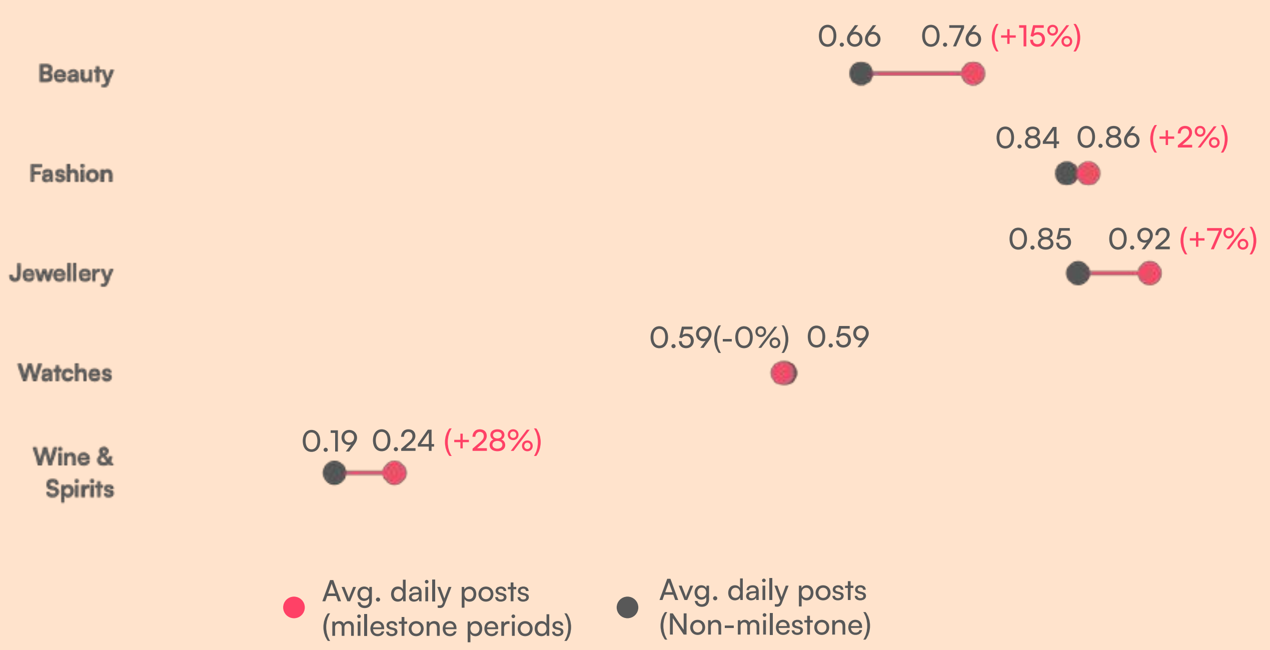
Milestone Activation.

Brand account

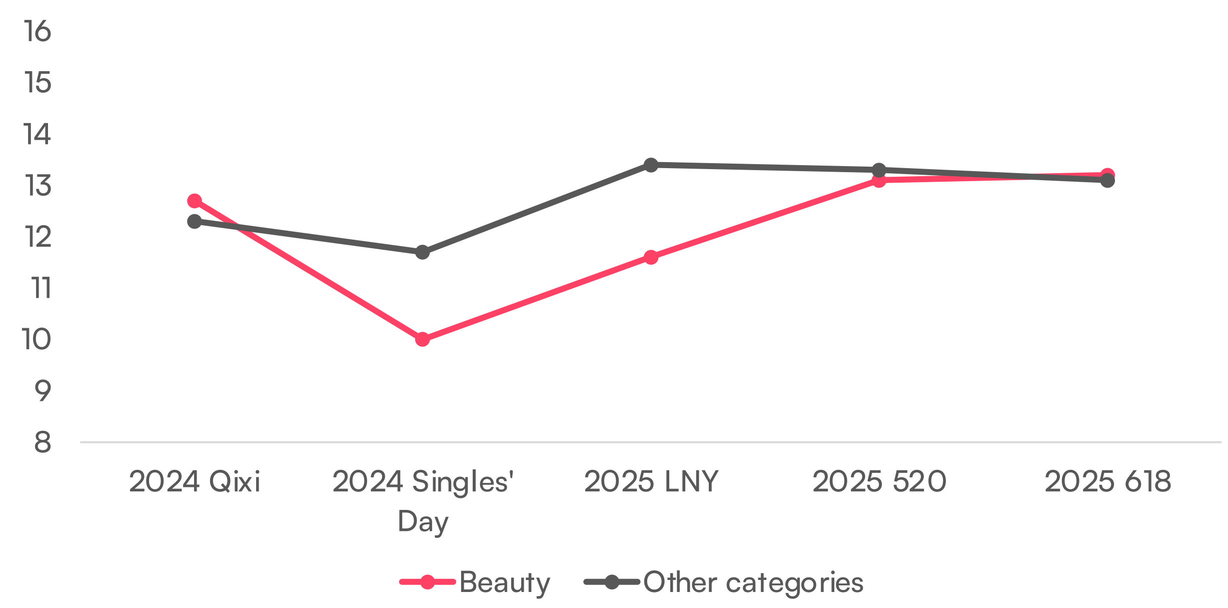
Beauty brands on RedNote employ a “pulsing” strategy, increasing their content cadence during key festivals, as evidenced by a +15% uplift in daily posts. This measured increase is more pronounced than that of Jewellery and contrasts with Fashion’s “always-on” approach. It is a balanced strategy that aims to capture timely interest whilst avoiding excessive content saturation in a highly competitive category.

A surprising dip in posting volume during Singles’ Day and Lunar New Year reveals a sophisticated, multi-channel strategy. As these two periods is intensely conversion-driven, brands likely concentrate their efforts and budget on direct e-commerce platforms for more immediate ROI. This positions RedNote not as a primary sales channel, but as a crucial platform for top-of-funnel “seeding” and community building during other key cultural moments.

BRAND ACTIVITY UPLIFT DURING KEY MARKETING FESTIVALS



AVG. BRAND POSTING VOLUME ACROSS KEY FESTIVALS



Milestone Activation.

Brand account

Beauty's engagement efficiency around milestones on RedNote follows a different rhythm compared to other luxury categories. Its efficiency peaks dramatically during 520, a modern festival for romance and self-expression that serves as both a hub for aspirational content and a key moment for consumer discovery before 618. Conversely, efficiency plummets during major e-commerce events like Singles' Day and 618, suggesting consumers have already shifted their journey to e-commerce platforms.

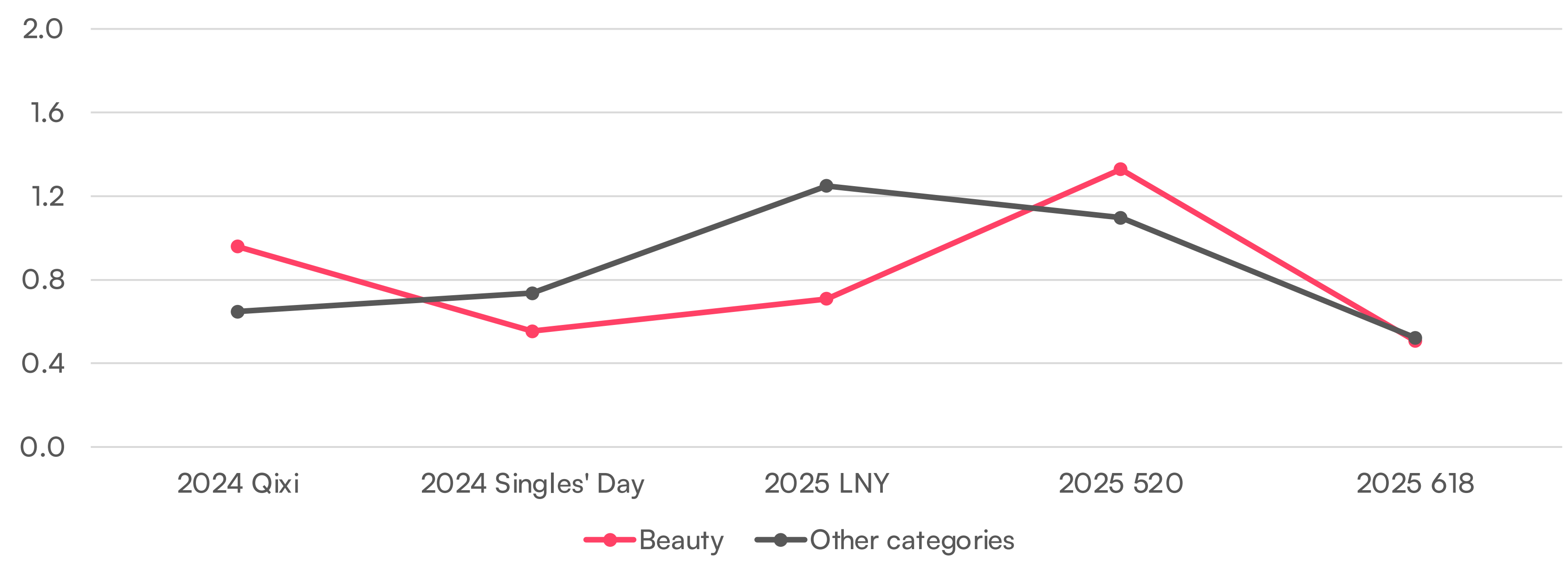
This pattern reveals a clear strategic divergence from other luxury sectors. While traditional luxury peaks during the heritage-focused Lunar New Year gifting season, Beauty's performance is comparatively muted. This proves a one-size-fits-all festival strategy is ineffective. For beauty brands, the greatest opportunity for efficient engagement on RedNote lies in owning the narrative around modern, individual-centric festivals, using creative storytelling to capture core user interest.

THE BATTLE FOR THE SHOPPING CART: WINNING BEFORE THE SALE BEGIN

The warm-up for major e-commerce milestones on RedNote should begin at one month before the main event. During this critical period, the primary goal is not immediate conversion, but to secure a spot on the consumer's "must-buy" list. Brands must therefore shift from simple product showcases to high-utility "decision-making" content by the brand account and influencers to become an essential part of the user's pre-purchase research before the official promotions begin.

**The Engagement Efficiency Index compares the average engagement per post during a specific festival to the H1 2025 average.*

FESTIVAL ENGAGEMENT EFFICIENCY INDEX (H1 2025 AVERAGE = 1.0)*



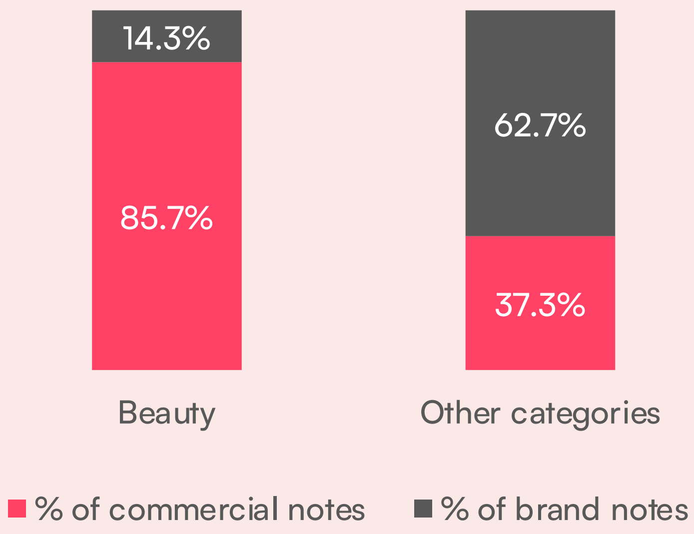
Milestone Activation.

Commercial notes

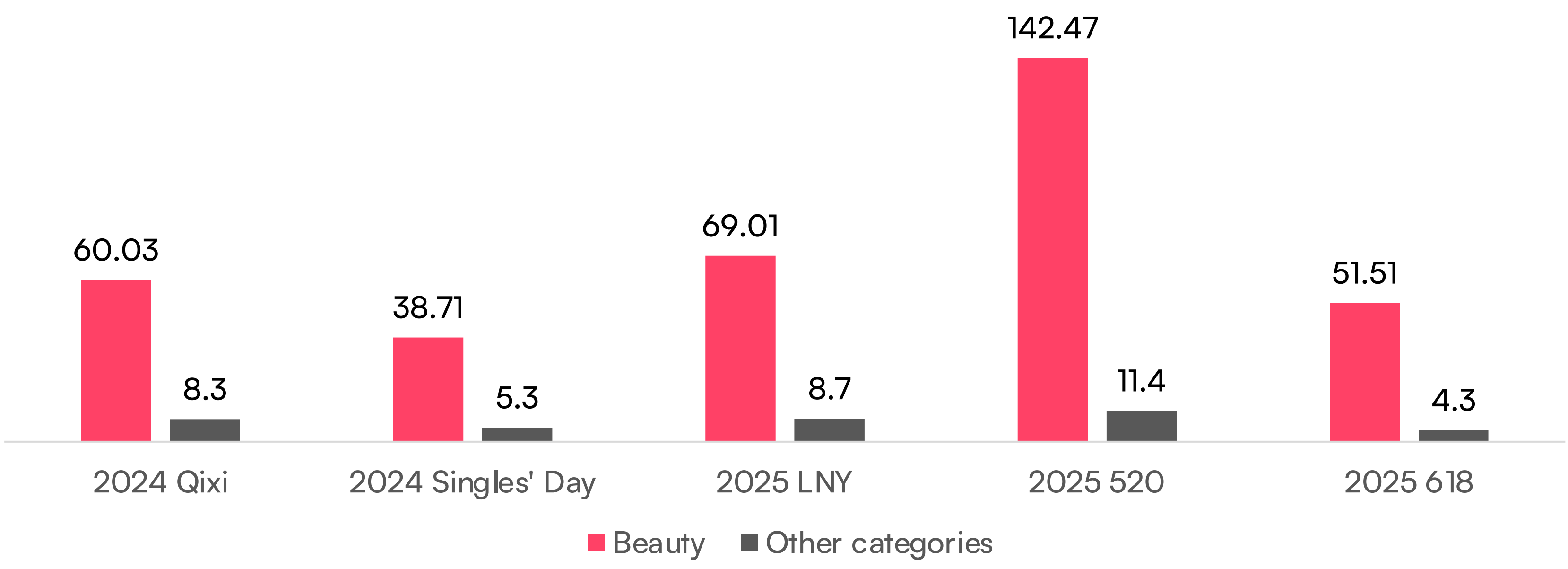
Beauty's content strategy is fundamentally built on leveraging paid content. During key milestones, 85.7% of content directly driven by beauty brands is from commercial notes, revealing a mature and industrialised approach that relies heavily on influencers to drive conversation. This contrasts sharply with other luxury categories, which maintain a much stronger brand-led voice (62.7% brand-owned content), reflecting Beauty's deep integration into RedNote's influencer ecosystem.

Beauty's paid investment is not constant but highly strategic, peaking dramatically during 520 and making it the single largest milestone for commercial notes. This proves brands view this modern, romance-themed festival as their prime opportunity to capture high intent. The deliberate dip during major e-commerce events like 618 and Singles' Day does not signal inaction, but suggests the warm-up seeding to build purchase intent has already taken place in the preceding weeks or even months.

OWNED VS. PAID CONTENT
ON MILESTONES BY CATEGORY



COMMERCIAL NOTES PER BRAND BY MILESTONE



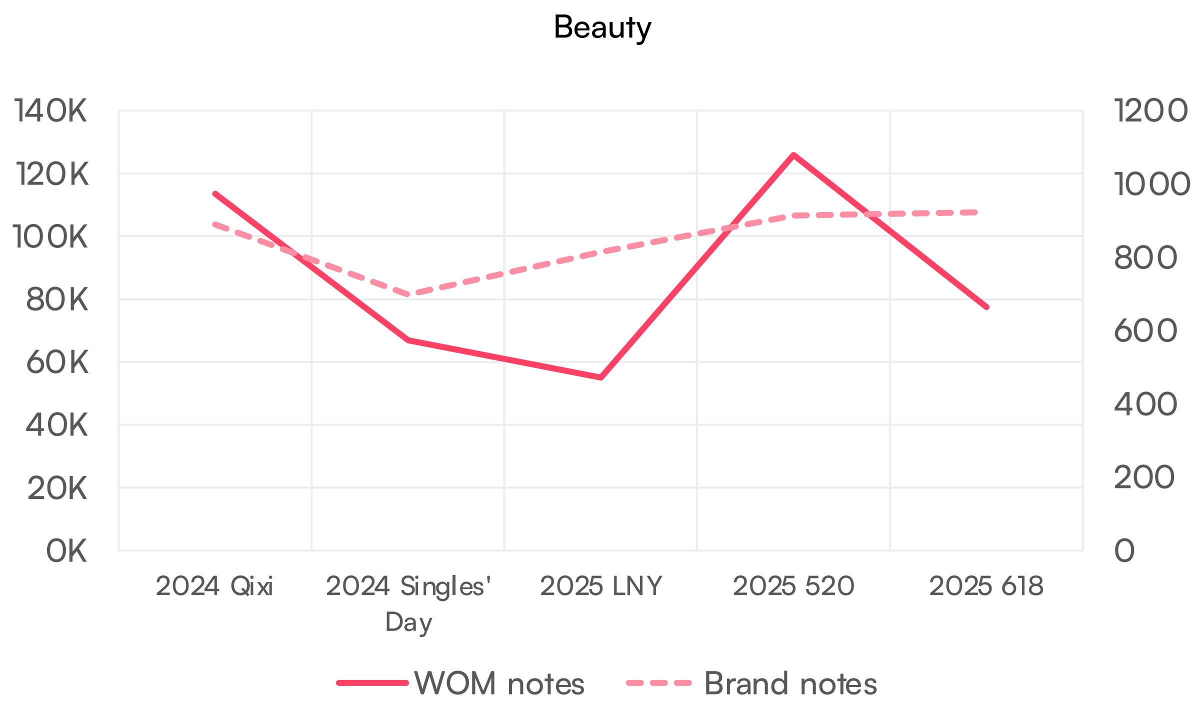
Milestone Activation.

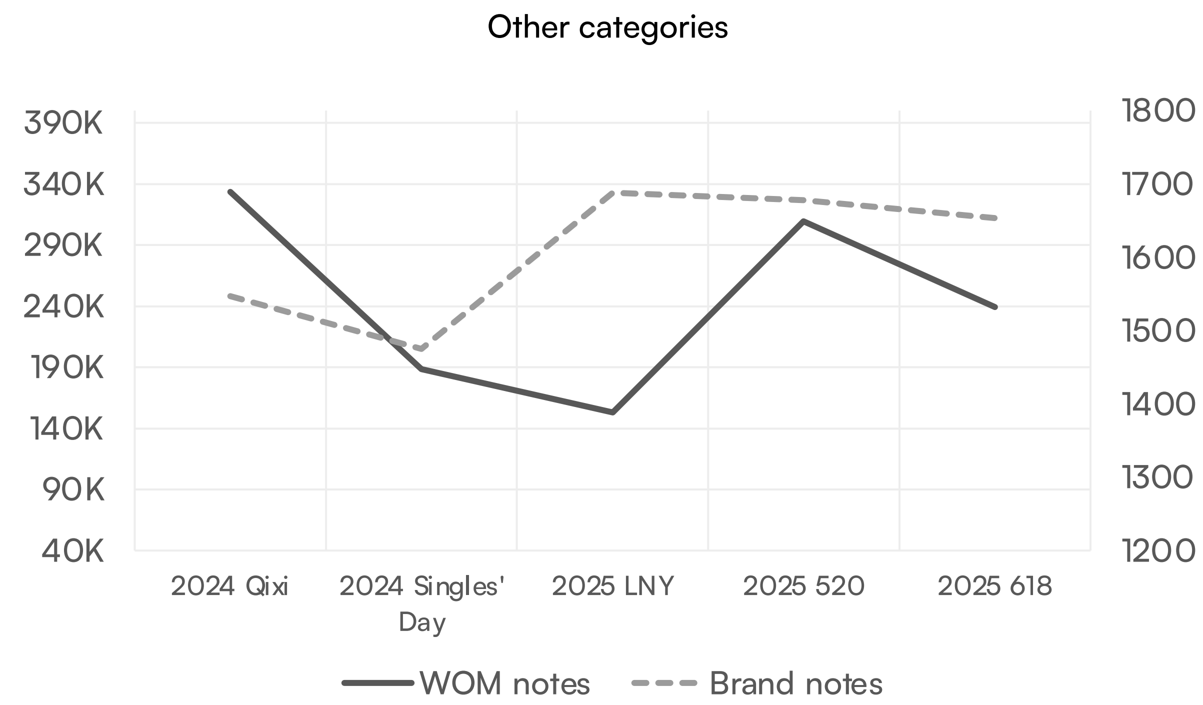
Consumer intent

The evolution of organic WOM notes reveals that Beauty follows an almost identical rhythm to other luxury categories. Both Beauty and the broader luxury sector see a significant dip in organic discussion during Singles' Day, hitting their lowest point of the year during Lunar New Year. This is a critical insight: despite being a period of intense brand marketing, Lunar New Year is a low point for organic content creation, likely because this family-focused holiday leads to less time spent on social media sharing and discovery.

The undisputed peak of organic conversation for Beauty occurs during the 520 festival, where its WOM note volume is more than double that of Lunar New Year. This positions 520 as the single most important milestone for sparking authentic, peer-driven discussion in the Beauty category. While traditional luxury also sees a rise, Beauty's surge is particularly pronounced. This indicates that the category thrives on modern, digitally-native festivals centred on romance, self-expression, and self-gifting.

EVOLUTION OF BRAND POSTS VS. WOM NOTES ACROSS KEY MILESTONES





03. KOL & KOC

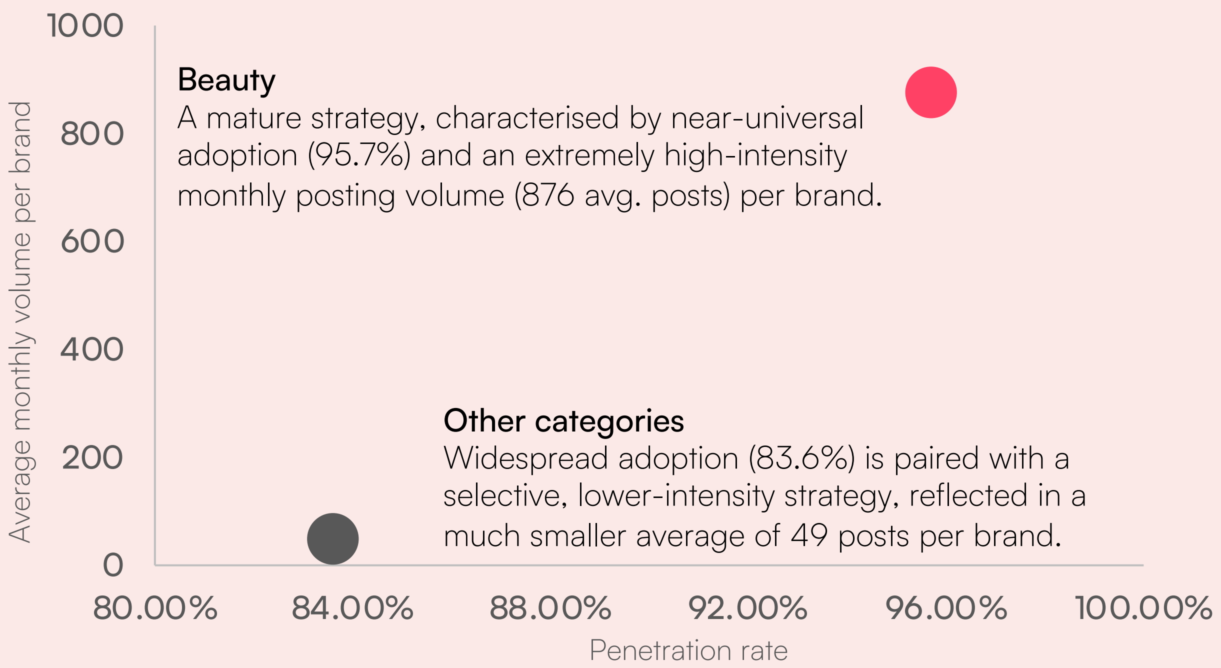
Influencer marketing is essential for brands looking to connect with local audiences. How are brands performing when it comes to investing in influencer-driven content on RedNote?

Commercial Notes.

Overview

A commercial note refers to any brand-sponsored post published by an account and facilitated through or reported on Pugongying (蒲公英). This marketing approach enables brands to collaborate with influencers under platform supervision, promoting products, campaigns, or brand values through sponsored content. Today, such paid UGC can often generate greater impact than brand-owned content on RedNote.

PAID CONTENT STRATEGY MATRIX: PENETRATION VS. INTENSITY



KEY CONTENT PILLARS ADOPTED BY BEAUTY BRANDS

PRODUCT PROMOTION

Direct product-focused content such as unboxing, reviews, and tutorials that highlight product efficacy and unique selling points.

LIFESTYLE SEEDING

Everyday content (e.g., vlogs) that naturally integrates the product, enhancing visibility and relevance.

GLAM SHOTS

High-quality photos or videos highlighting product usage effects, driven by the influencer's aspirational appeal

CREATIVE CONTENT

Atmosphere-driven posts leveraging creative formats (e.g., photography, illustration) to highlight usage scenarios and brand values.

Commercial Notes.

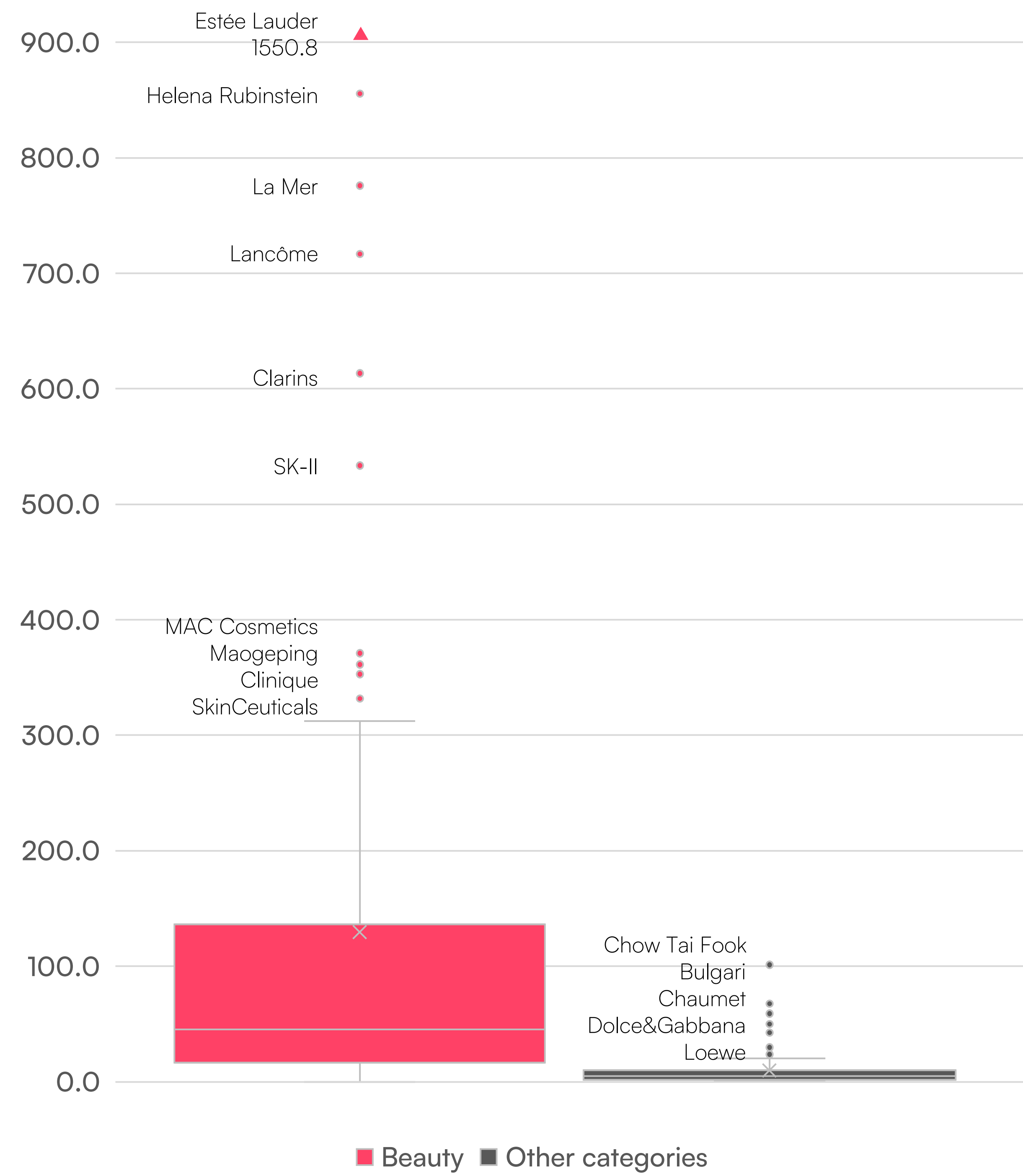
Volume of commercial notes by category

The distribution of commercial notes clearly shows Beauty operates in a far more mature and saturated paid media landscape than other luxury categories. Its higher median and wide distribution indicate significant, sustained investment in paid content is now standard. This high frequency is driven by rapid product innovation and intense competition, with beauty products' visual, review-centric nature perfectly suiting RedNote's high-volume "seeding" model, necessitating an aggressive strategy.

Beauty also exhibits a clear "power-law" distribution, with a handful of mega-investors dominating the paid landscape. Their massive investment aims to achieve complete market saturation, ensuring hero products dominate searches and feeds. This also creates a powerful defensive moat, significantly raising the barrier to entry for smaller, challenger brands.

The comparatively low investment in commercial notes from other luxury categories is not weakness, but a different strategic playbook. The high-volume "seeding" model is ill-suited for high-luxury goods (e.g., watches, fine jewellery) where core brand values are scarcity and exclusivity. These categories avoid an "industrialised" approach that could devalue equity, instead opting for selective, targeted paid activations focused on high-impact brand storytelling and heritage.

MONTHLY VOLUME OF COMMERCIAL NOTES BY CATEGORY



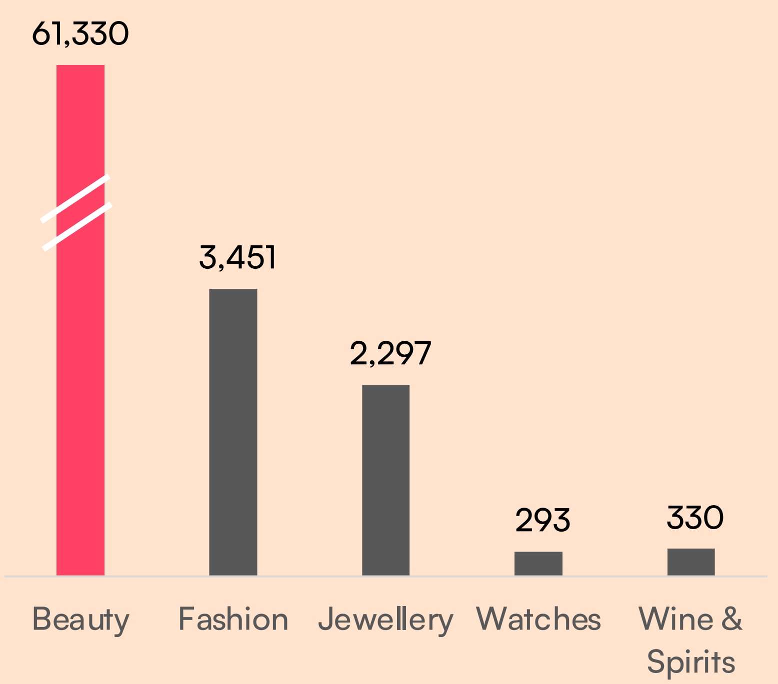
Commercial Notes.

Investment and return

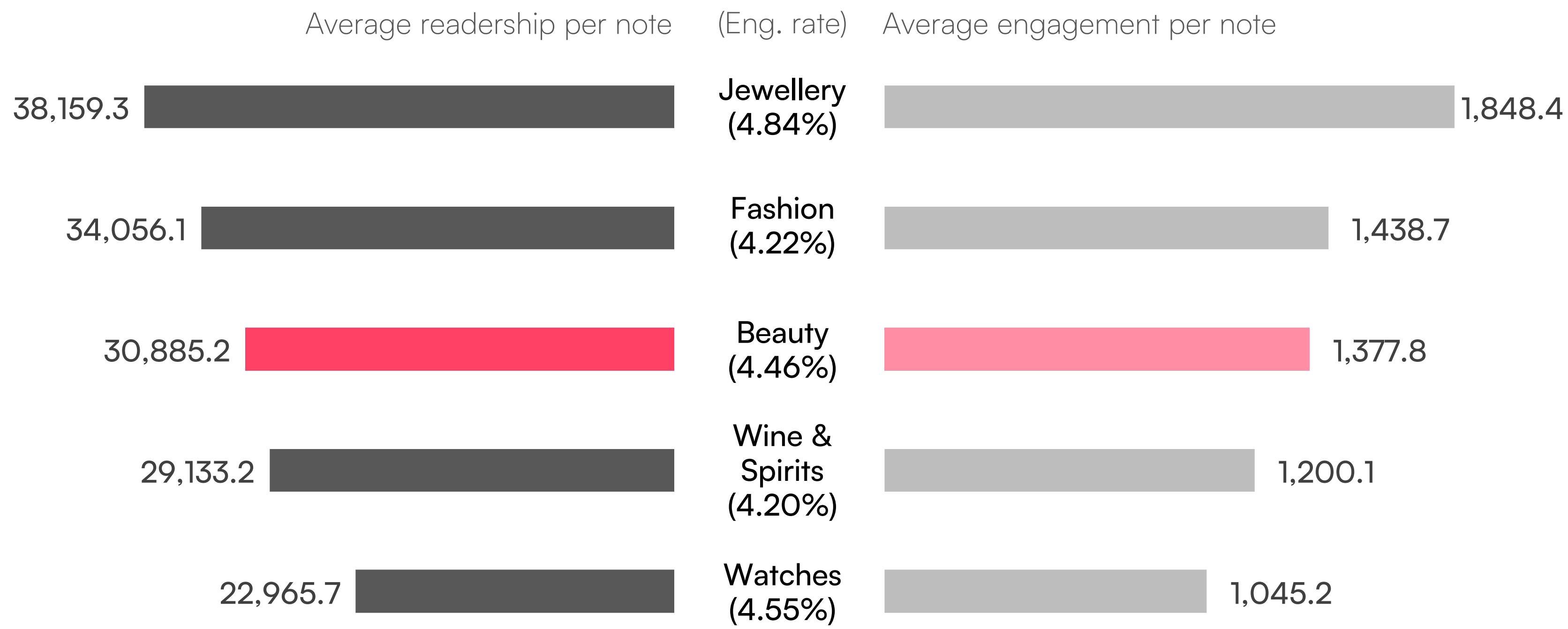
Beauty's paid content strategy operates on a scale that is simply in a different league from other luxury categories. With a colossal volume of over 61,000 commercial notes, its approach is one of total market saturation. This high-frequency investment is a direct response to the hyper-competitive and fast-moving nature of the beauty market on RedNote, where a constant and overwhelming presence is essential for brands to maintain top-of-mind awareness and defend their market share.

The remarkable aspect of Beauty's performance is its ability to maintain high efficiency at this massive scale. Its average readership and engagement per note remain on par with far more selective luxury categories like Jewellery. This defies the law of diminishing returns and is a testament to the sophistication of the industry's marketing engine, proving leading beauty brands have successfully industrialised high-quality content production to achieve both market dominance and strong per-post performance.

TOTAL COMMERCIAL NOTES VOLUME



AVERAGE POST PERFORMANCE BY CATEGORY



Commercial Notes.

Commercial intensity

Prestige beauty's paid content strategy is fundamentally different from that of the broader beauty market. The overall market is highly commercialised, with paid content making up a massive 29.5% of all notes, indicating a high-volume, saturation-focused approach. In stark contrast, the prestige segment is far more selective. Its commercial footprint is much smaller, with paid notes accounting for only 6.1% of the conversation, prioritising a more curated and less intrusive presence on the platform.

Despite its lower commercial volume, prestige beauty's paid content is significantly more effective, boasting a powerful 6.4x Impact Multiplier that far surpasses the overall market's 2.4x. This proves that prestige content, which is typically more aspirational and brand-focused, generates a much higher return on engagement for each post. In the prestige segment, success is defined not by the sheer volume of paid content, but by its quality and ability to resonate deeply with a discerning audience, leading to superior efficiency.

Industry*	Fashion	Prestige beauty samples	Food & Dining	Sports & Fitness	Beauty market	Health & Wellness	Cosmetic surgery
% post (Paid post VS. Organic posts)	2.0%	6.1%	5.1%	4.4%	29.5%	53.4%	42.0%
% engagment (Paid post VS. Organic posts)	28.1%	39.2%	30.4%	25.0%	72.0%	77.1%	50.4%
Impact multiplier**	14.4X	6.4X	6.0X	5.7X	2.4X	1.4X	1.2X

*Data for other Industries is sourced from industry tags defined by Xinhong. The benchmarks represent the typical performance across a wide range of relevant consumer categories on the RedNote platform.
**Impact Multiplier: Measures the efficiency of paid content by dividing its share of engagement by its share of volume.

Commercial Notes.

Content pillar

The distribution of commercial note content further shows how much influencer partnerships remain product or category-centric. In Beauty, over 90% of commercial notes are still dedicated to beauty-related themes, signalling that brands continue to prioritise product-led messaging in paid collaborations on RedNote.

For other categories, the spread is more diverse. Travel or destination-related topics appear in 7.5% of commercial notes, while Food is another key collaboration angle. This reflects how luxury categories beyond beauty tend to embrace more variety in influencer partnerships, showcasing lifestyle diversity rather than limiting themselves to pure product promotion.

Beauty

- Beauty & Makeup: 87.2%
- Beauty & Personal Care: 4.9%
- Travel & Trips: 2.5%
- Lifestyle: 1.2%
- Food: 0.8%
- Relationships & Zodiac: 0.5%

Other categories

- Fashion & Styling: 44.7%
- Shoes, Bags & Toys: 24.6%
- Travel & Trips: 7.5%
- Food: 4.7%
- Movies & Entertainment: 2.7%
- Beauty & Personal Care: 2.7%

Note: For luxury brands with a beauty division which is also communicated under a same account, commercial note data also covers beauty-related collaborations.

Influencer Marketing: Paid.

Influencer collaboration pool

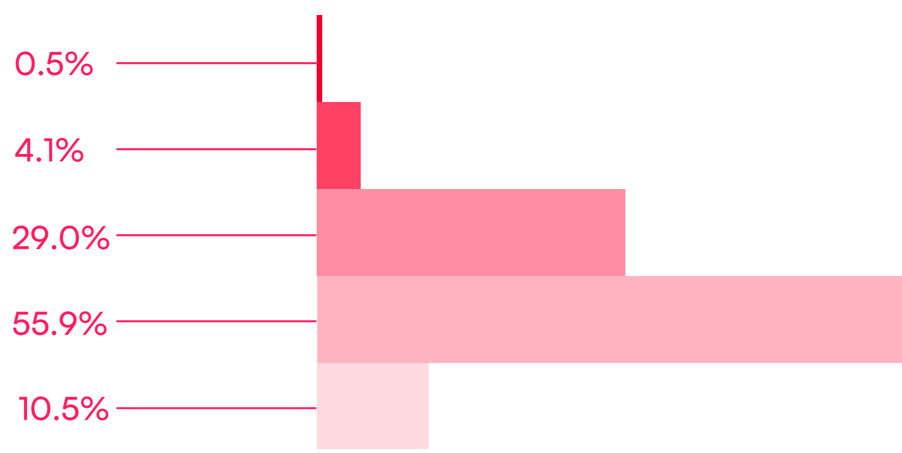
Brands show a clear preference for specific tiers of influencers, with the majority of collaborations with Micro KOLs. These tiers likely offer a balance of broad reach and higher engagement at a more accessible price point. This trend suggests a strategic shift away from solely relying on expensive top-tier influencers of the industry.

The data also reveals a distinct difference in collaboration distribution. The Beauty sector has a larger share of collaborations with KOCs and Everyday Consumers (10.5%) versus just 9.1% for other categories. This highlights the community-driven nature of the Beauty sector, where user-generated content is highly valued. By contrast, Other categories show a higher reliance on Top KOLs and celebrities, likely for their established authority and wider reach.

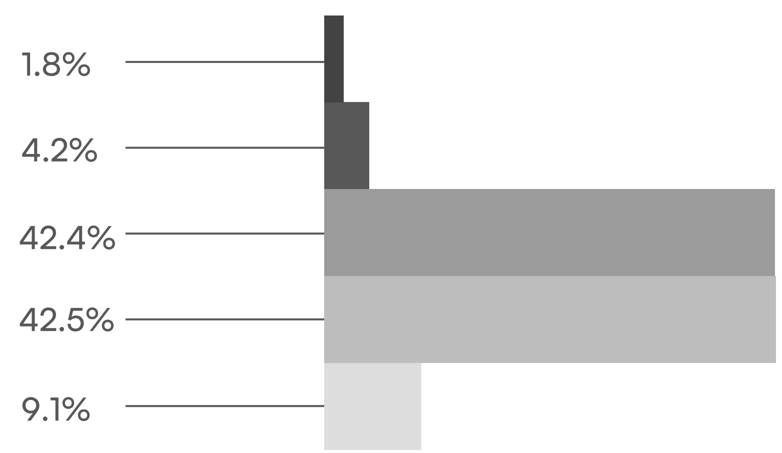
INFLUENCER TIERS BY FOLLOWER COUNT

- Celebrities (verified on RedNote)
- Top KOLs: >500K followers
- Mid-tier KOLs: 50K - 500K followers
- Micro KOLs: 5K — 50K followers
- KOCs & Everyday consumers: <5k followers

Total collaborating influencers in Beauty: 20,218



Total collaborating influencers in other categories: 4,170

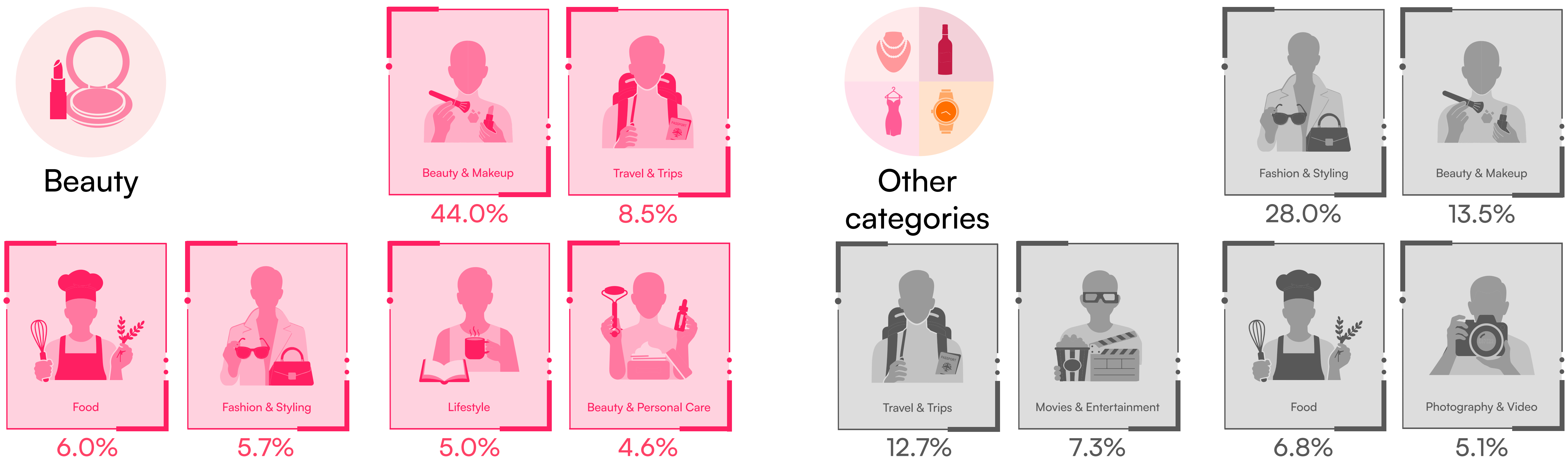


Influencer Marketing: Paid.

Influencer types

Beauty shows a far higher concentration of category-specific influencers, with beauty-focused creators accounting for nearly 50% of collaborations. Travel, food and fashion influencers also represent 8.5%, 6.0% and 5.7% of beauty partnerships respectively.

Compared with Beauty, other categories collaborate with a more varied mix of influencers. Fashion, Beauty and Travel are the three most popular types, yet over half of the influencers are spread across other fields. Importantly, Beauty's higher concentration does not mean homogeneity in content partnership. As one of the earliest categories to embrace influencer marketing in China, Beauty has evolved into a more segmented ecosystem—ranging from ingredient-focused bloggers and product reviewers to creative influencers showcasing beauty inspiration.



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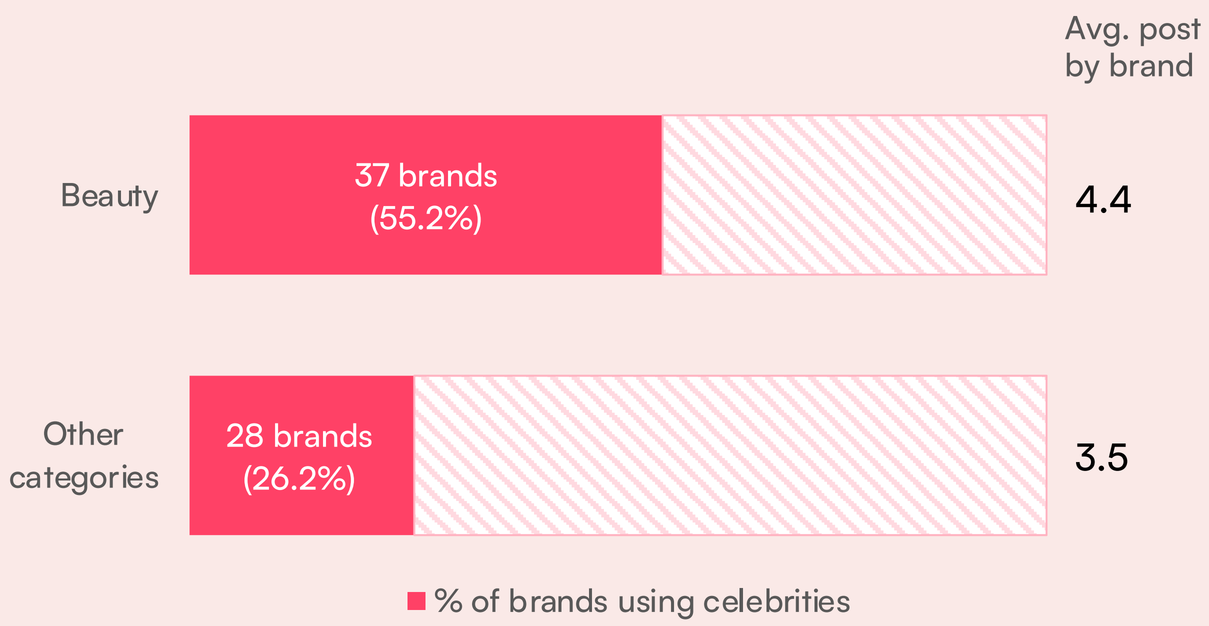
Celebrities.

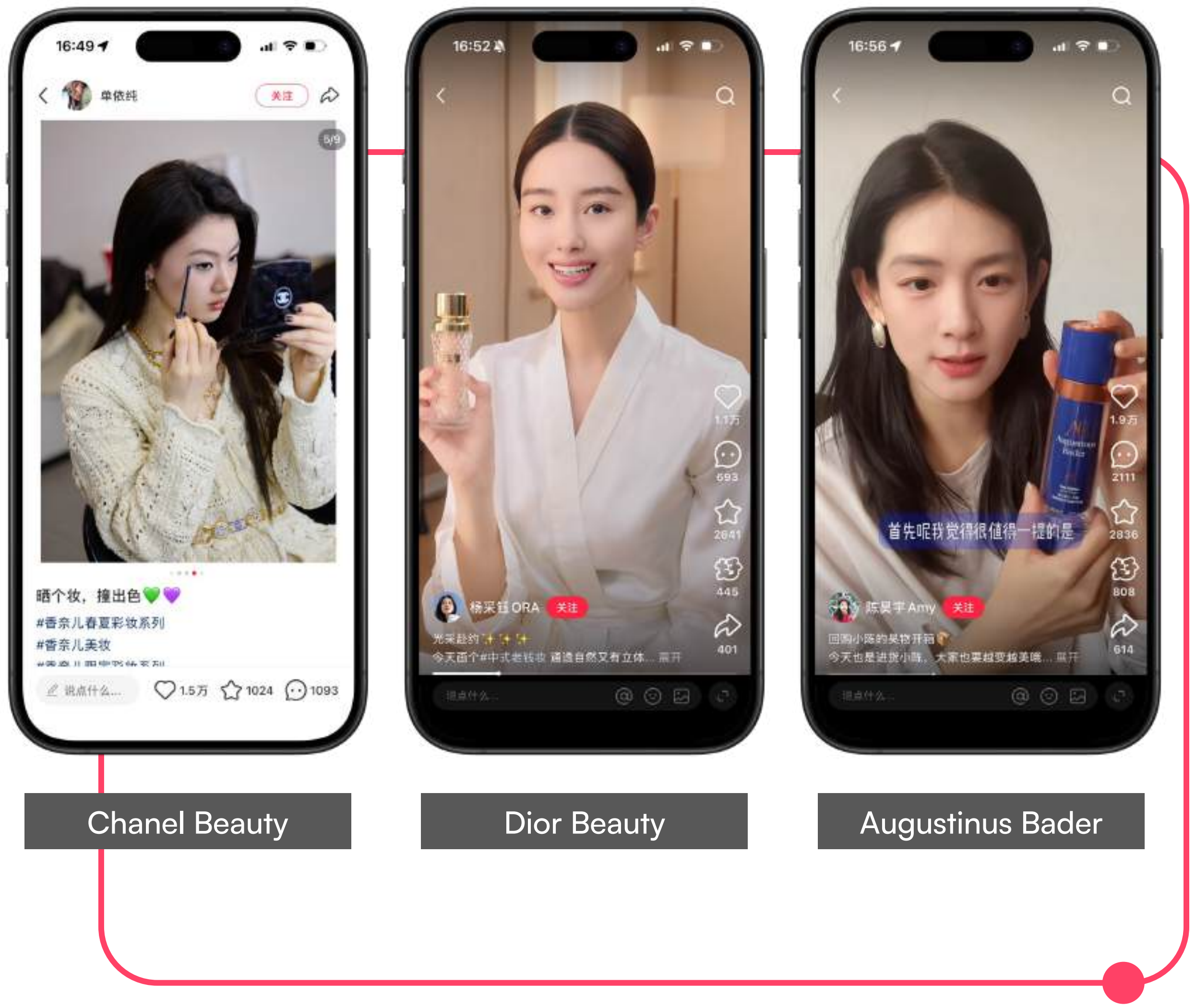
Overview

In RedNote's thriving KOL ecosystem, a celebrity's influence does not always surpass that of a top-tier KOL, leading to fewer paid celebrity collaborations in beauty than other tiers. However, beauty brands adopt a more diversified approach to these partnerships. They are increasingly integrating products into celebrity vlogs for more authentic endorsements. This embedded approach offers a win-win, enhancing brand reputation while leveraging a celebrity's appeal in a natural content format.

ADOPTION OF CELEBRITIES IN COMMERCIAL NOTES BY CATEGORY



SPONSORED POSTS BY CELEBRITIES



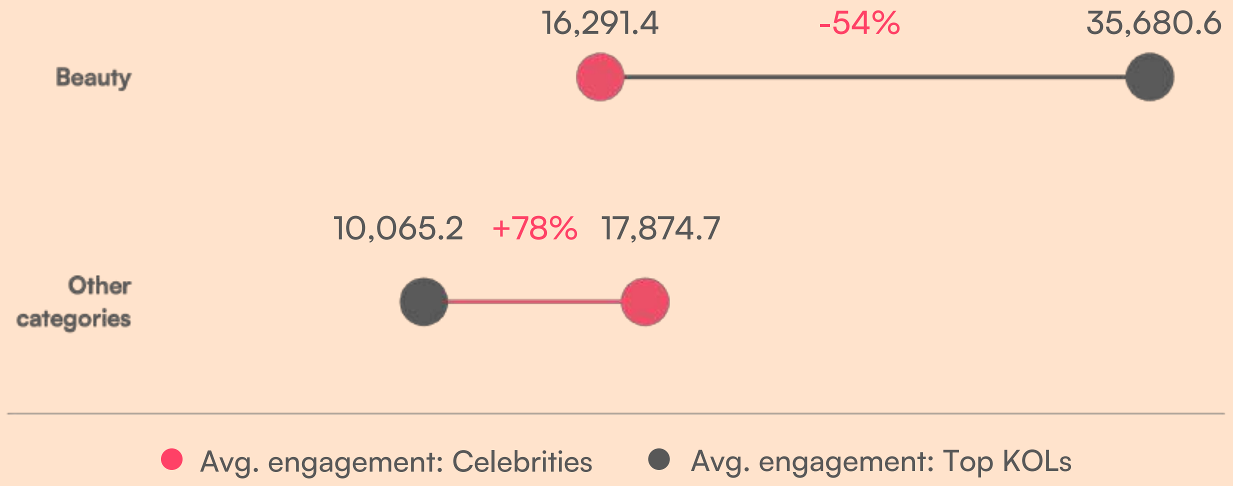
Celebrities.

Expertise VS. Fame

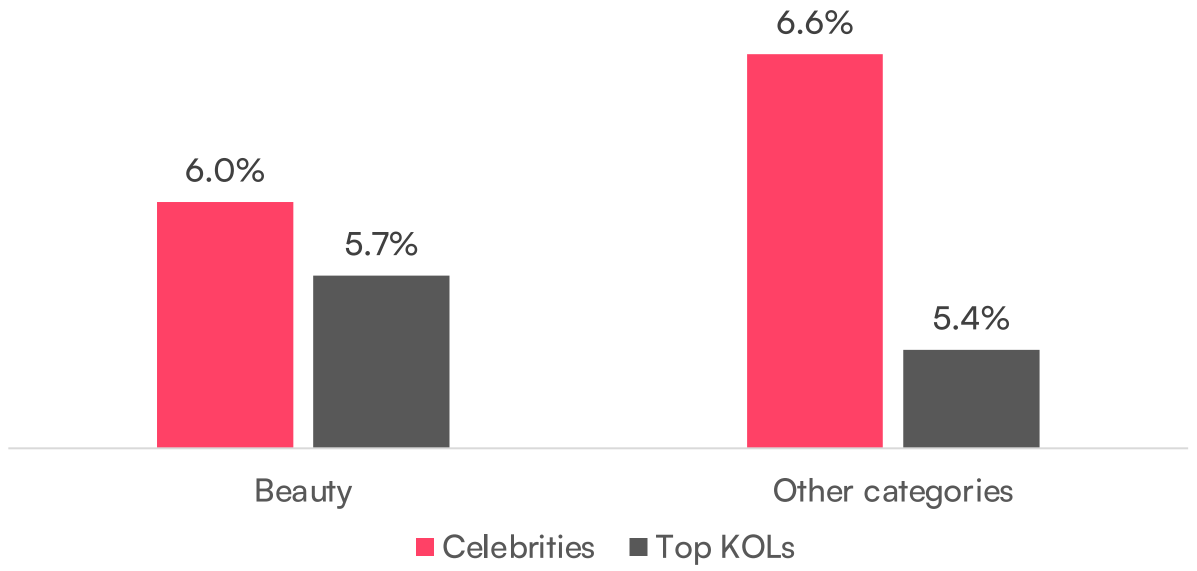
Whilst traditional luxury relies on celebrity "Fame" (generating +254% more engagement), the Beauty category completely inverts this power dynamic. On RedNote, celebrities generate 61% less engagement than top KOLs with category expertise. This is because top-tier beauty KOLs often command larger, more dedicated audiences than the celebrities chosen for collaborations. This reflects RedNote's UGC-driven ecosystem, where users seek credible advice and authentic reviews over general endorsements.

This proves that for Beauty on RedNote, deep community connection is more powerful than mass-market fame. The sheer volume of engagement from Top KOLs is a direct result of their substantial reach, as their review-focused content perfectly aligns with the platform's "seeding" (种草) behaviour. The strategic imperative is clear: celebrities can introduce a product, but specialist Top KOLs teach the community how to use and trust it, making them the true engine for sustainable engagement.

ENGAGEMENT PERFORMANCE: CELEBRITIES VS. TOP KOLS



ENGAGEMENT RATE: CELEBRITIES VS. TOP KOLS
(Average engagement / Average readership)

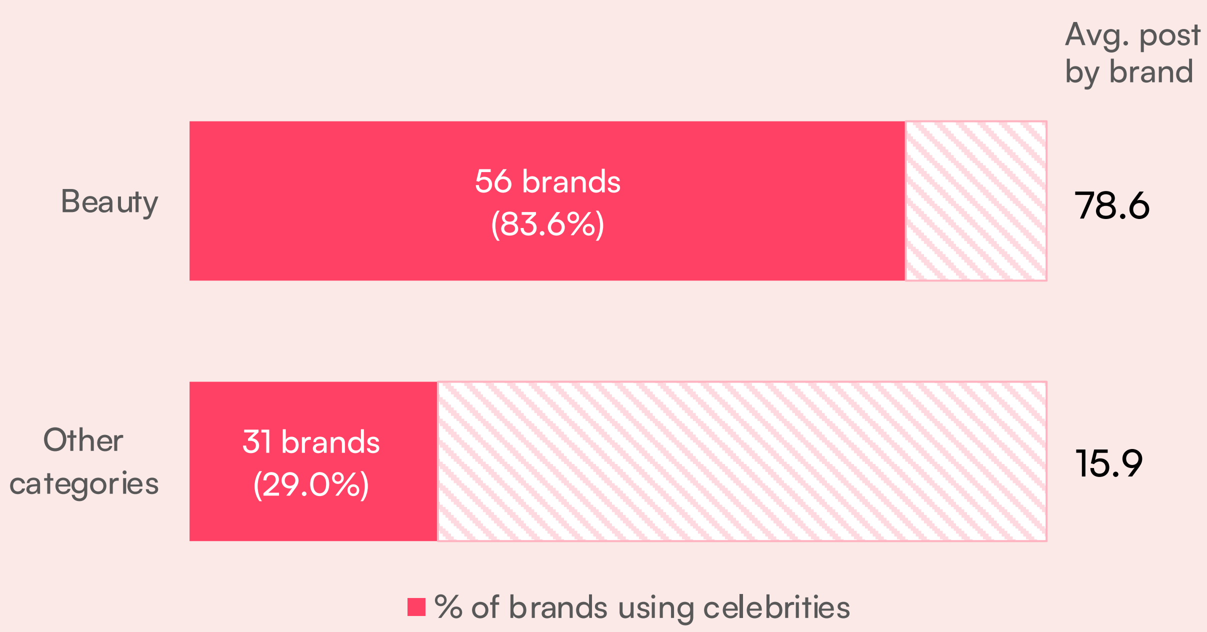


Key Opinion Consumers*.

Overview

In stark contrast, the Beauty sector shows much broader adoption, with 84% of brands engaging in paid KOC partnerships. The nature of beauty products—more accessible and easily "seeded"—makes it simpler to generate authentic user feedback and recommendations at scale. As a result, industry powerhouses like Estée Lauder, La Mer, and Clinique have normalised high-volume paid KOC collaboration as a standard and essential tactic for building product hype and social proof.

ADOPTION OF KOCS IN COMMERCIAL NOTES BY CATEGORY



*Key opinion consumers (KOC) refers to all user accounts with fewer than 5,000 followers, excluding media and verified institutions.

HOW TO DISTINGUISH A SPONSORED KOC NOTE?

Paid KOC notes are designed to appear as authentic UGC to integrate seamlessly into user feeds. However, to ensure they drive brand awareness and are discoverable, they are typically characterised by the following elements:

Aesop

- Visuals: Clear, high-quality images or videos with the product (or its results) prominently displayed.
- Brand mentions: The brand name is clearly stated in the title or body, may including an "@" mention of the official account.
- Product naming: The specific product name or its common market "nickname" is used.
- Branded hashtags: The post includes official brand-owned or campaign-specific hashtags.

Key Opinion Consumers.

KOC performance

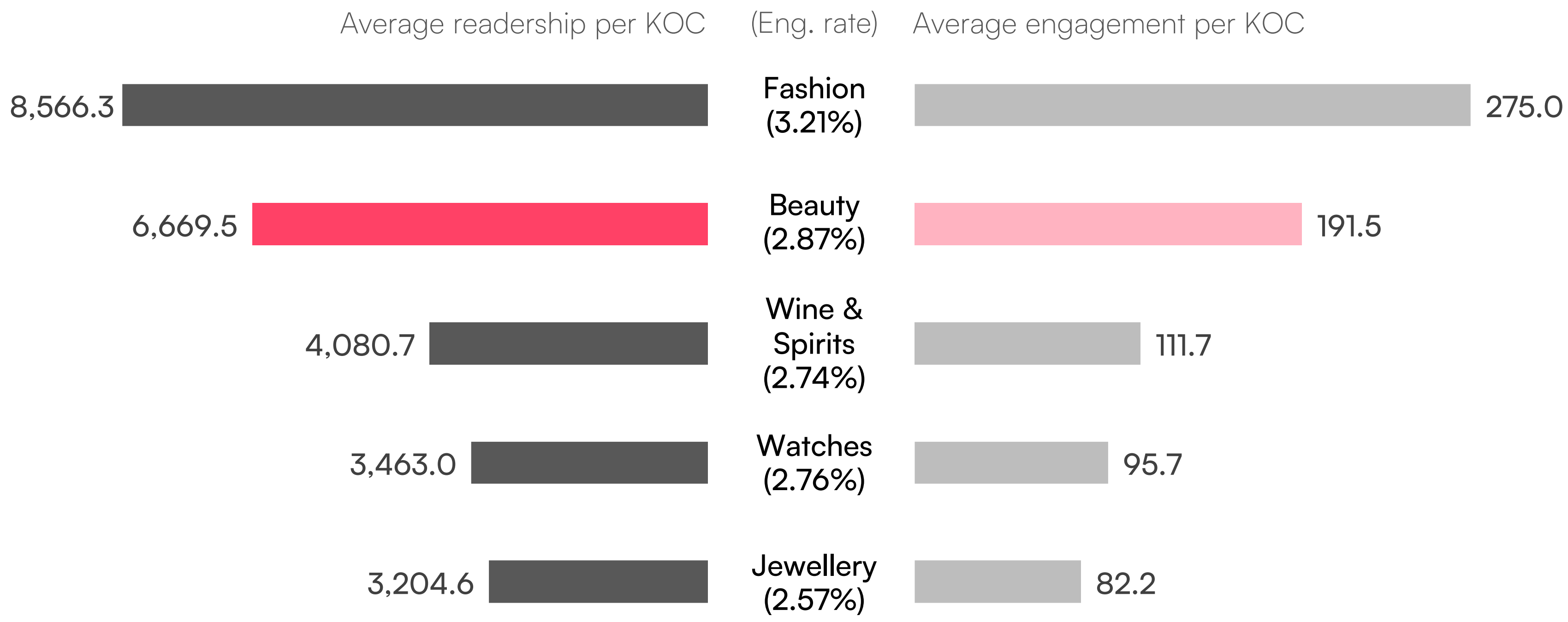
While Fashion KOCs lead in raw readership, Beauty KOCs demonstrate strong and competitive performance, securing the second-highest average readership (6,670) and engagement (192) per creator. What makes this impressive is that they maintain a healthy engagement rate (2.87%), nearly matching Fashion's. This proves that the massive, grassroots community of beauty enthusiasts on RedNote is not just large in number, but also highly active and deeply engaged with authentic, peer-generated content.

The performance underscores the strategic importance of the KOC tier for beauty brands. Unlike high-luxury categories such as Jewellery and Watches, where KOCs have the lowest readership and engagement, the Beauty KOC is a far more potent force. Their ability to generate high engagement rates at scale makes them an invaluable asset for building authentic social proof and driving peer-to-peer recommendations. For beauty brands, activating this tier is essential for achieving the broad-based "seeding" and credibility.

KOC "FREE SEEDING" STRATEGY

To activate the powerful KOC community while navigating RedNote's monitoring of commercial notes, many beauty brands employ a sophisticated "free seeding" strategy. By providing products to a large volume of KOCs without a formal advertising contract, brands encourage the creation of authentic-looking reviews and tutorials. While not officially "paid," this tactic effectively generates a massive wave of positive UGC, building product hype and social proof that seamlessly blends into the organic feed.

AVERAGE KOC PERFORMANCE BY CATEGORY



Key Opinion Sales.

Overview

KOS (Key Opinion Sales) marketing is rapidly becoming standard on RedNote for nearly all beauty brands (90%) with offline presence, leveraging BA accounts from personal profiles to company-managed programmes using official tools. The power of KOS lies in their unique position: more personal and relatable than brand accounts, yet more authoritative than typical KOLs. This trusted role lets brands drive traffic, build community cost-effectively, and crucially shorten the path to purchase.

FORMALISING KOS STRATEGY ON REDNOTE

RedNote's official KOS management tool allows brands to link their brand ambassador' personal accounts to the main brand account, enabling them to monitor, manage, boost, and analyse performance. This system provides an official certification to consumers, building trust and verifying the BA's identity. Ultimately, it offers a structured approach for brands to formalise and scale their KOS marketing, transforming an organic effort into a measurable strategy.

89% Brands with BA presence*

49% Brands with certified BA accounts

*The sales presence data is limited to BAs (Brand Ambassadors) located in mainland China.

Consumer journey	Actions	Objective
Awareness	**Post:** Showcase new arrivals, trending looks, tutorials, and professional tips. **Engage:** Comment on relevant beauty posts (KOLs, UGC) to increase visibility.	**Build credibility & Capture attention:** Position the KOS as a trusted expert, capturing the attention of users in the early discovery phase and building a follower base.
Interest	**Post:** Create posts on store promotions or events to drive in-store traffic. **Chat:** Answer direct messages for further consultation.	**Build trust & Purchase intent:** Use professional credibility to provide social proof, ease hesitation, and guide followers through store promotions and benefits.
Purchase	**Convert:** Drive followers to WeChat/WeCom for exclusive offers and personal guide. **E-commerce:** Use RedNote store features or livestreams to generate direct transactions.	**Clienteling & Sales conversion:** Convert a public follower into a private client lead, provide personalised service, and facilitate the final sale through direct communication.
Share (Loyalty)	**Engage:** Interact with client posts to drive advocacy. **Chat:** Build client groups for post-purchase tips and community management.	**Foster loyalty & Repeat business:** Turn one-time buyers into loyal members of the KOS community, encouraging repeat purchases and creating a self-sustaining advocacy loop.

04. Feeds

The feed is the core of every RedNote user experience—for discovering, discussing, and sharing. Brand awareness generated through UGC serves as a true indicator of market heat and visibility.

Word-of-Mouth Notes.

Share of voice*

Word-of-mouth notes on RedNote reveal how often and in what context consumers talk about a brand, reflecting organic visibility and cultural relevance. On a platform where peer recommendations drive decisions, higher volume signals stronger mindshare and purchase influence, while tracking these notes helps benchmark awareness and surface emerging narratives to guide strategy.

WHAT IS WORD-OF-MOUTH NOTE?

In this report, *word-of-mouth notes* (种草笔记) refer to any user-generated post on RedNote, as defined by Xinhong's own criteria, where the text (including title, body, or hashtags) features a brand or its product.

**Share of Voice: the proportion of brand- or category-related WOM notes out of all WOM notes*

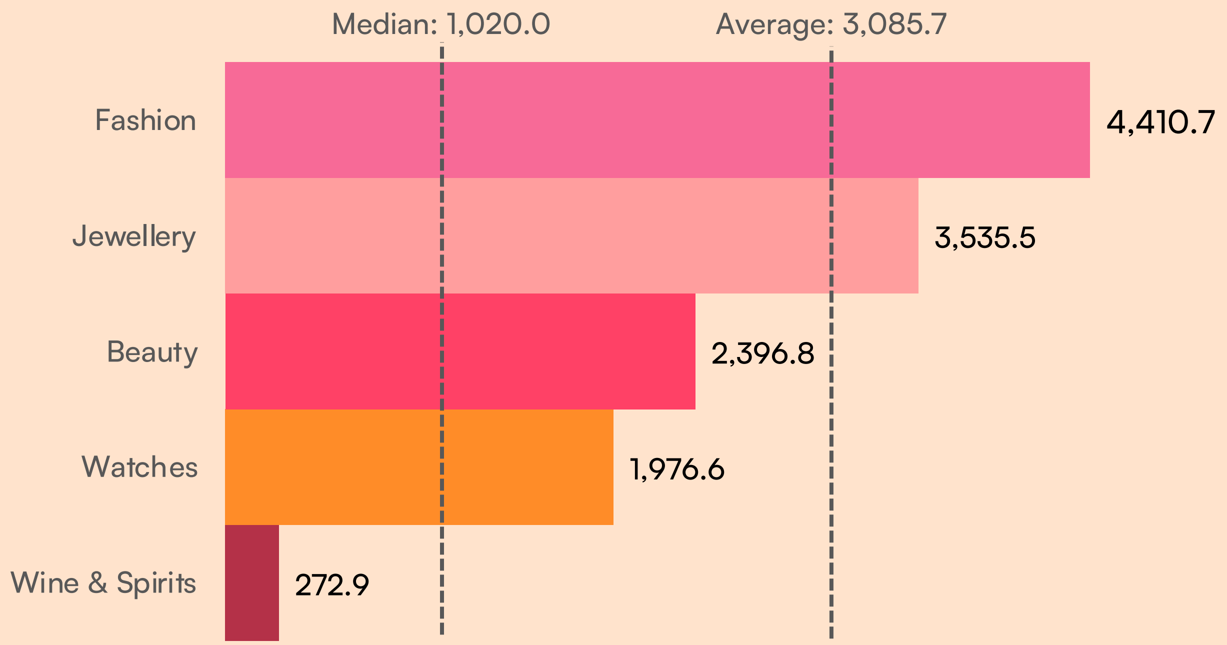
RANK	BRAND (ACCOUNT NAME)	SOV
1	YSL Beauty (YSL圣罗兰美妆)	13.1%
2	Lancôme (兰蔻LANCOME)	10.6%
3	Chanel Beauty (香奈儿美妆)	9.7%
4	Estée Lauder (雅诗兰黛)	7.1%
5	MAC Cosmetics (MAC魅可)	6.0%
6	Dior Beauty (DIOR BEAUTY LOVERS)	5.4%
7	La Mer (LA MER海蓝之谜)	3.7%
8	Maogeping (毛戈平美妆)	3.1%
9	Clarins (CLARINS娇韵诗)	2.8%
10	Armani Beauty (阿玛尼美妆 Armani Beauty)	2.7%

Word-of-Mouth Notes.

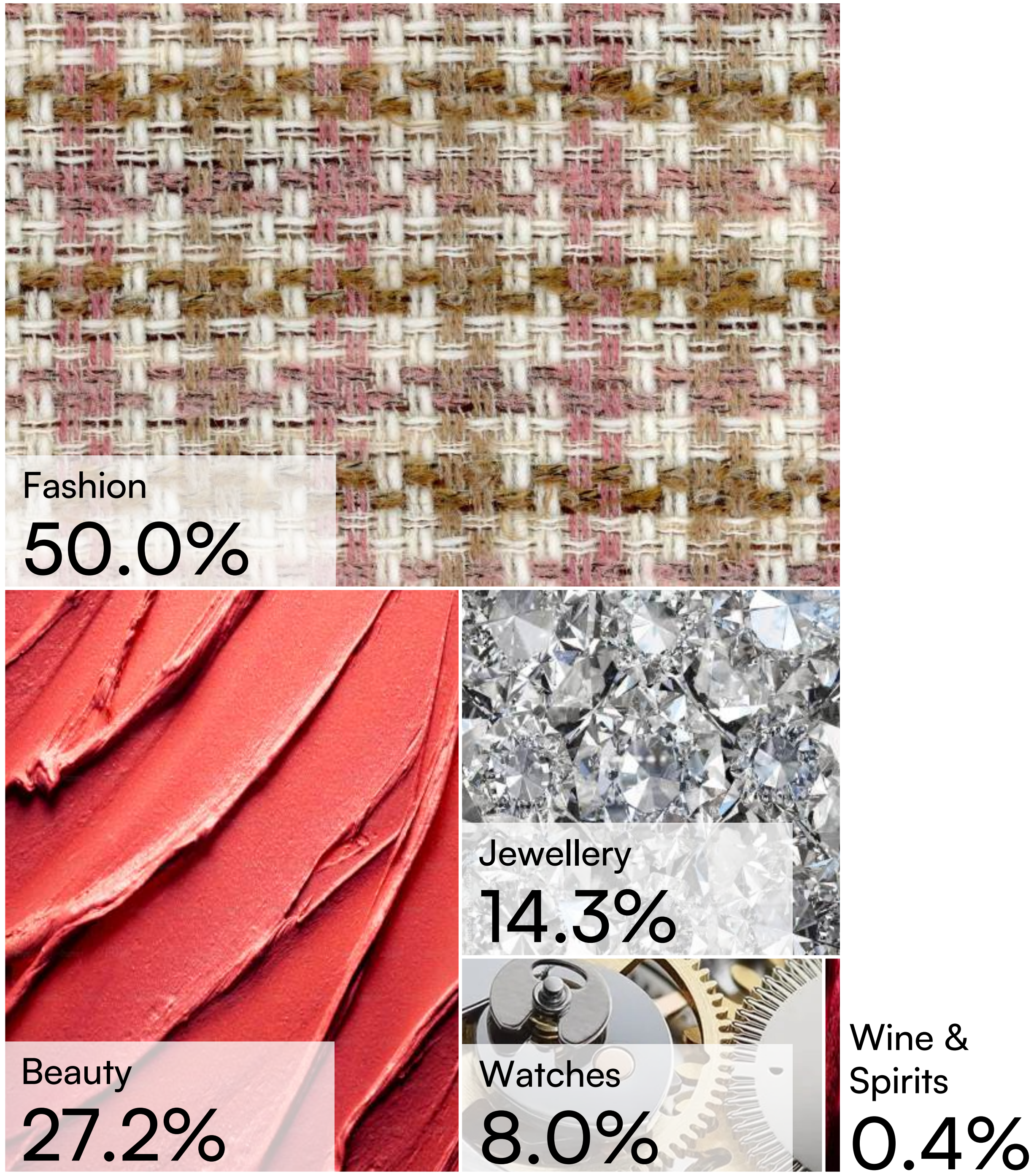
Share of voice

As one of the most prominent categories on RedNote, Beauty commands a massive 27.2% Share of Voice only after Fashion. Its strength comes not from a few dominant players but from a broad and fragmented conversation across countless niches. This is evidenced by an average note volume that sits below the overall mean, highlighting a vast but fiercely competitive landscape for brands.

AVG. MONTHLY WORD-OF-MOUTH NOTE VOLUME BY CATEGORY



SHARE OF VOICE BY CATEGORY



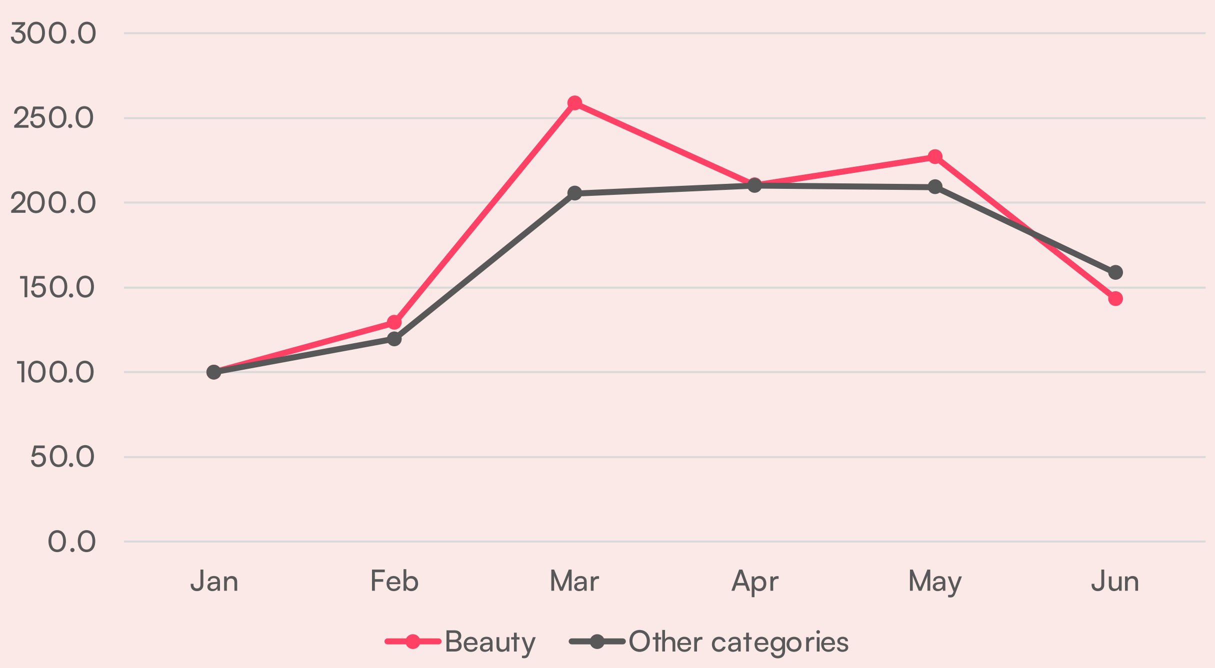
Word-of-Mouth Notes.

Monthly evolution

The monthly evolution of word-of-mouth notes for Beauty reveals a seasonal and volatile engagement pattern. Two pronounced peaks are visible: the first and largest spike occurs in March (growth index >250), aligning with the seasonal shift in consumer needs, especially for skincare. A second distinct peak emerges in May, indicating a concentrated build-up of purchase intent right before the 618 shopping festival.

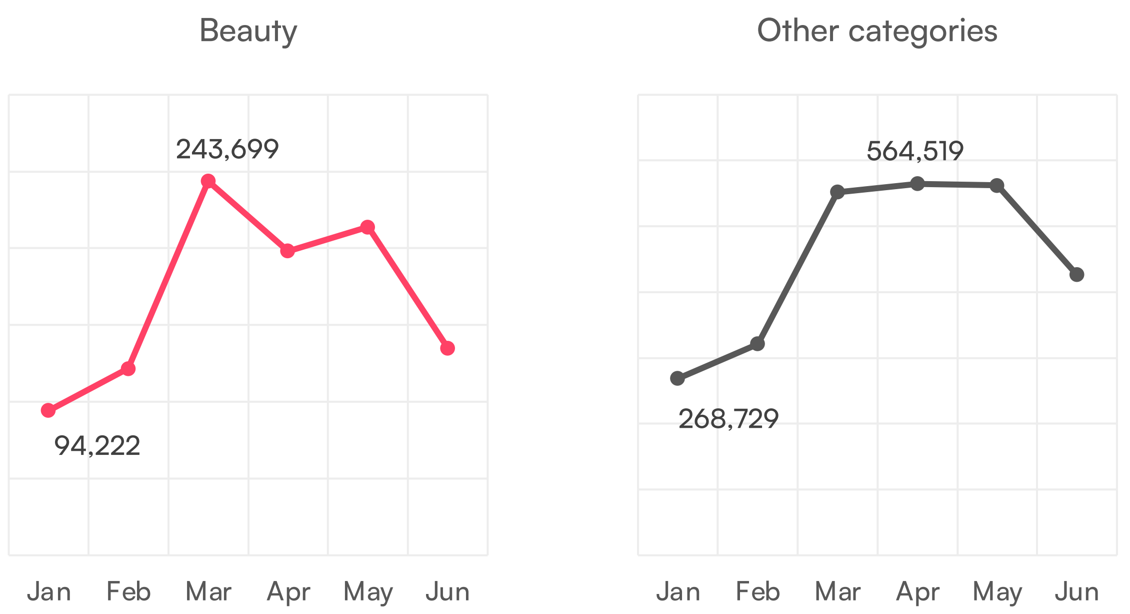
These predictable peaks present clear strategic opportunities. To leverage the March "seasonal transition," brands should launch new collections in advance and create contextually relevant content to drive discussion. For the May pre-shopping peak, the strategy should pivot to higher-intent content like "618 shopping guides" and reviews. A "pulsing" marketing strategy that concentrates investment and major launches into these critical windows is essential to maximise impact on RedNote.

CATEGORY WOM NOTE GROWTH INDEX (JAN 2025 = 100)*



The Category WOM Note Growth Index sets the month with the lowest volume (January 2025) as the baseline index of 100. All subsequent monthly values are calculated relative to this baseline to show the evolution of growth and momentum.

MONTHLY EVOLUTION BY CATEGORY



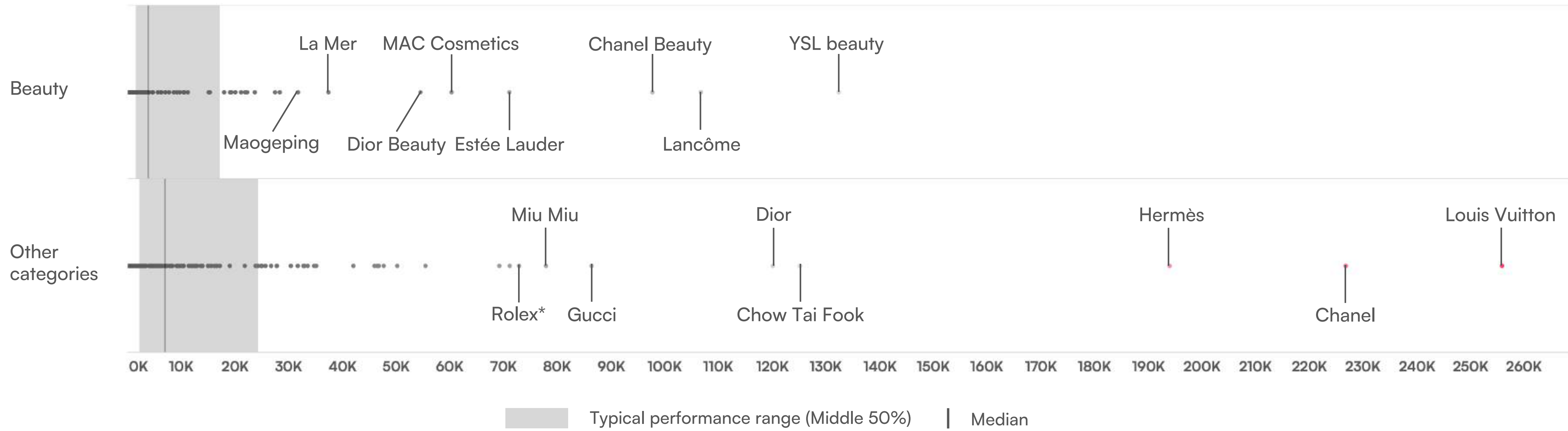
Word-of-Mouth Notes.

Brand performance

The brand distribution reveals a key difference in market structure: while the Beauty category is dense with high-performing brands, its hype is more compressed and lacks the extreme outliers. The pinnacle of discussion is exclusively occupied by mega fashion powerhouses. This pattern suggests these outliers represent ultimate, cross-category brand equity built on broad portfolios and cultural symbolism—a level of hype top beauty brands, often anchored to hero products, have yet to reach.

As a mature category on RedNote, sustaining hype requires a different approach. Instead of chasing pure share of voice, the winning strategy is to dominate specific sub-niches and build momentum around powerful "hero product" cycles. To counter agile local competitors, brands must focus on demonstrating tangible product efficacy through compelling UGC. Creating fresh waves of discussion around new launches and proven results is key to ensuring deep and sustained relevance in a competitive landscape.

WORD-OF-MOUTH NOTE VOLUME BY BRAND



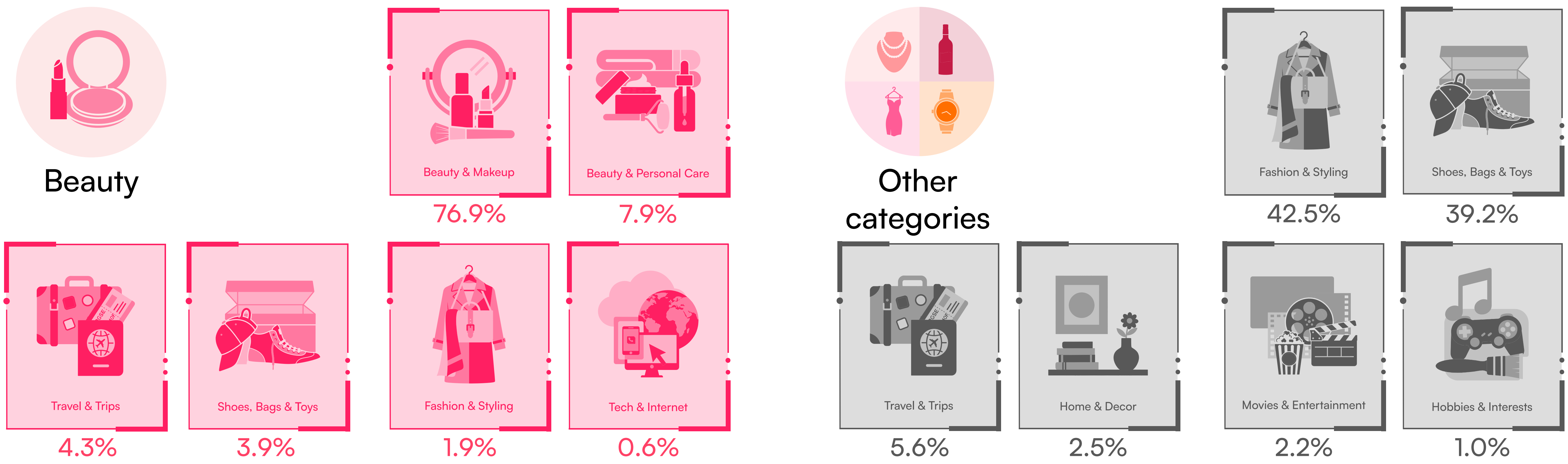
*The brand doesn't have an official RedNote account.

Word-of-Mouth Notes.

Content pillar

Looking at content categories of word-of-mouth notes, Beauty's concentration is not significantly different from other luxury sectors. Within Beauty, 84.8% of word-of-mouth notes focus on beauty and personal care. For other luxury categories, 81.7% of that revolves around fashion styling and products. This confirms that on RedNote, conversations around premium goods are largely product- and purchase-driven, with the majority of discussions centred on product reviews, recommendations and feedback.

Beyond products, however, there is also a meaningful volume of content on brand messaging, offline experiences, marketing activations and celebrity endorsements. These highlight RedNote's social media dimension and represent an equally important driver of brand visibility.



Influencer Marketing: Organic.

Influencer discussion pool

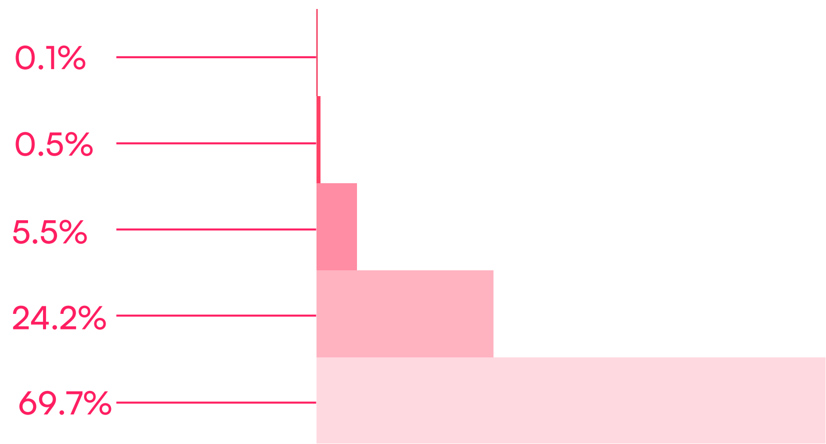
The word-of-mouth note creator base for Beauty is profoundly grassroots-driven, a structure it shares with other luxury categories. KOCs and Micro KOLs account for over 93% of all creators. However, a subtle distinction exists: the Beauty landscape features a larger proportion of Micro and Mid-tier KOLs compared to others. This suggests that while still overwhelmingly user-led, the organic beauty conversation is marginally more influenced by aspiring and mid-level content creators, forming a fertile ground for future trends.

Paid collaborations reveal Beauty's starkly different strategic priorities. In a dramatic pivot from its organic base, brands heavily invest in Micro (55.4%) and Mid-tier (28.5%) KOLs. This highlights a "down-funnel" approach that also includes KOCs, prioritizing authentic and relatable creators to drive deeper community engagement and purchase consideration, rather than focusing solely on top-funnel awareness.

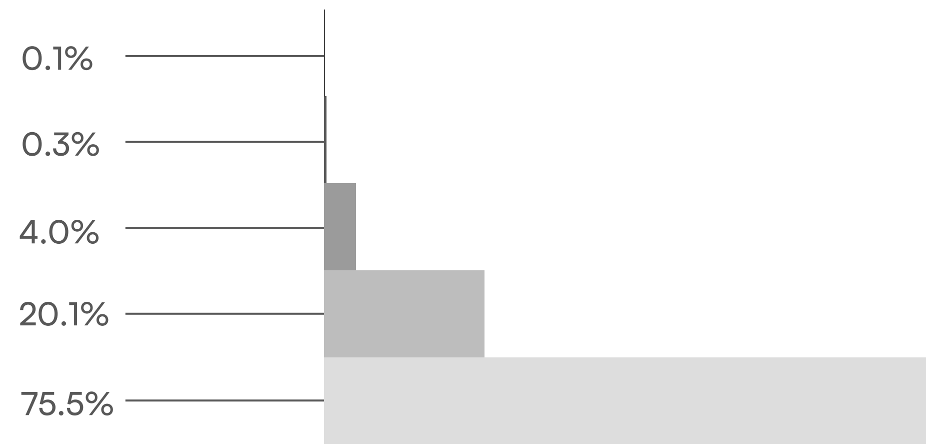
INFLUENCER TIERS BY FOLLOWER COUNT

- Celebrities (verified on RedNote)
- Top KOLs: >500K followers
- Mid-tier KOLs: 50K - 500K followers
- Micro KOLs: 5K — 50K followers
- KOCs & Everyday consumers: <5k followers

Influencers in beauty discussions: 207,280



Influencers in discussions of other categories: 272,056



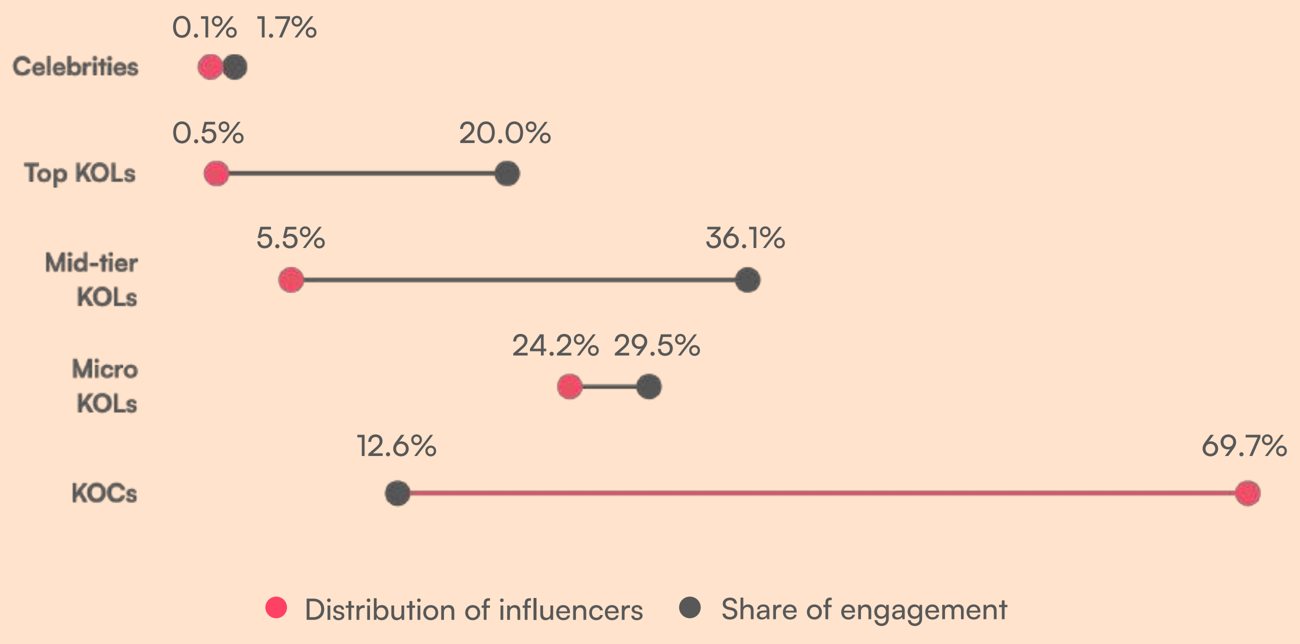
Influencer Marketing: Organic.

Influencer efficiency

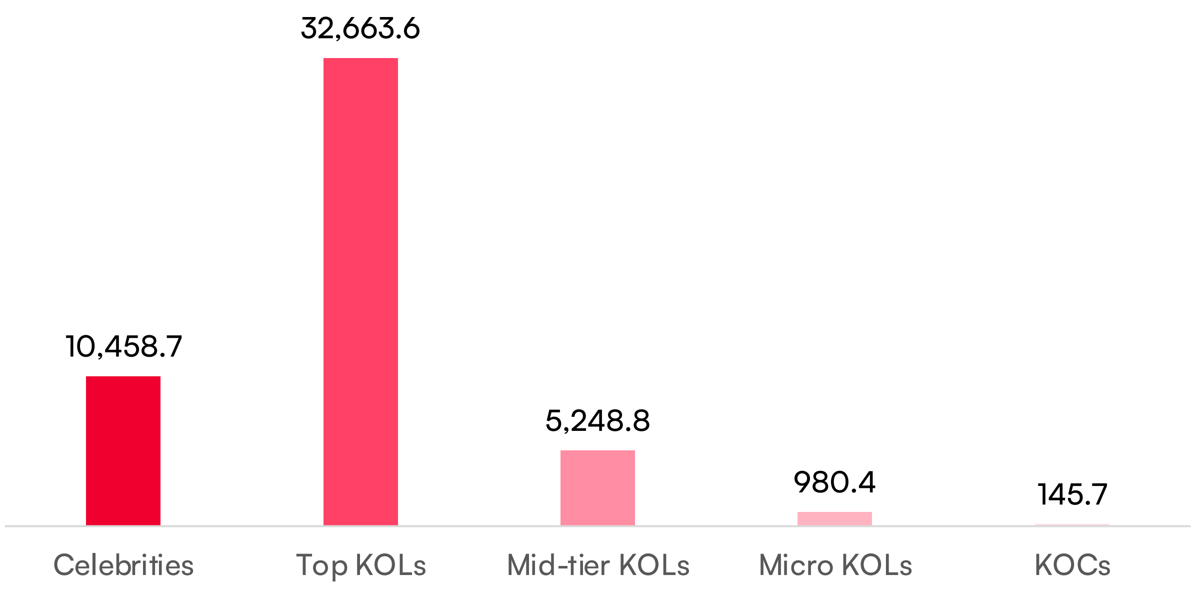
Beauty's organic UGC landscape reveals a significant gap between creator volume and engagement. While KOCs represent nearly 70% of creators, they contribute a mere 12.6% of total engagement, a much larger disparity than seen in other luxury sectors. Mid-tier KOLs emerge as the workhorses of the category, generating the largest share of engagement (36.1%) from a small 5.5% creator base. This highlights the review-centric nature of beauty content, where the perceived expertise of these creators holds immense sway.

The efficiency index shows Top KOLs far surpass even Celebrities in impact. This is unique to the beauty world on RedNote, where deep product knowledge and trusted reviews from specialised KOLs generate far more engagement than a celebrity's general endorsement. Therefore, brands require a nuanced strategy: leverage Top KOLs for major launches while nurturing the vast KOC and Micro KOL base, whose collective power is essential for building authentic "hero product" narratives and ensuring sustainable relevance.

THE DISPARITY BETWEEN INFLUENCER PRESENCE AND IMPACT



INFLUENCER EFFICIENCY INDEX
(Average engagement per influencer by tier)



Hashtag Marketing.

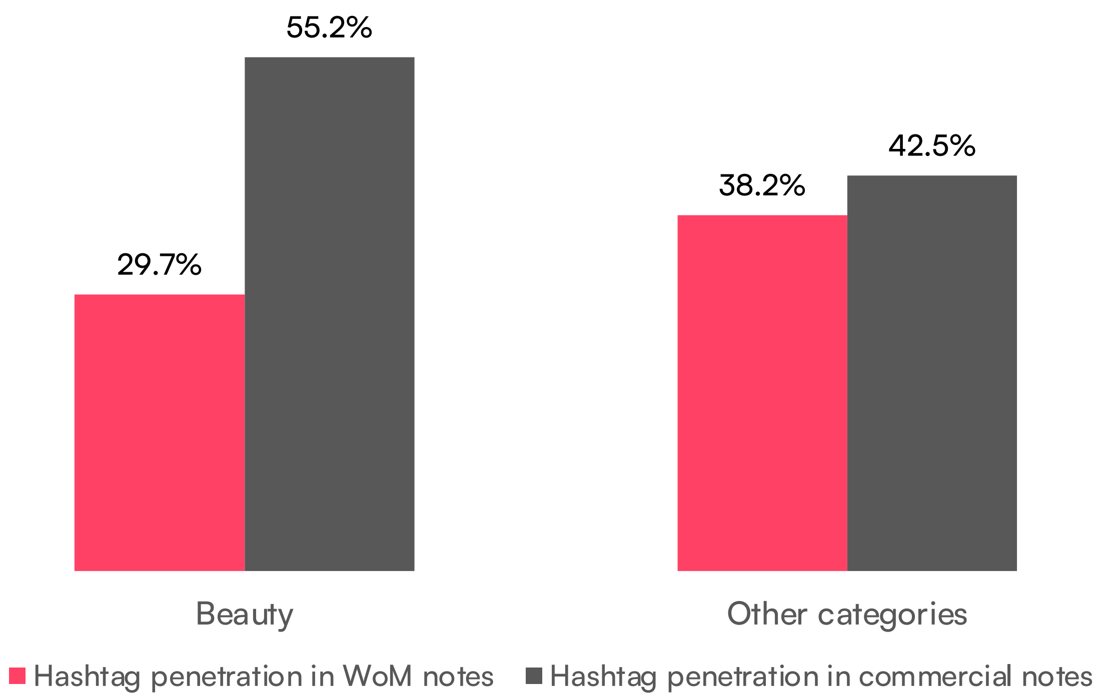
Overview

Brand-owned hashtags are a vital lever for product promotion, and the Beauty category is far more aggressive in its adoption. Unlike other luxury sectors that may focus on broad brand-building, Beauty's strategy is a key link in its "product push." It uses a multi-layered system of product name tags for market education and granular function-focused hashtags to generate and categorise authentic UGC for peer validation.

Beauty's hashtag penetration in paid commercial notes is a dominant 55.2%, far exceeding other categories (42.5%). This demonstrates a highly matured and standardised adoption of hashtag strategy within influencer collaborations. The wide gap between paid (55.2%) and organic (29.7%) usage highlights a strategy reliant on paid content to saturate the market with specific narratives, aiming to spark and lift the organic adoption of these key brand assets.

Keyword type	Example	Marketing objective
Brand	Brand name *(e.g., #Aesop 伊索)*	Ensure brand visibility in search and feeds and reinforces authority in peer-driven discussions
	Brand value (e.g., #diptyque生活之艺)	Embed lifestyle narratives that resonate with consumers seeking identity alignment
Product	Category or collection *(e.g.,#资生堂男士)*	Promote a thematic range while fostering a shared space for consumers to exchange experiences
	Specific product *(e.g.,#海蓝之谜奇迹晚霜)*	Spotlights hero items and drives UGC around ownership, usage, and peer validation
	Function (e.g., #7天养成胶嫩好皮)	Showcases product efficacy and builds trust by encouraging users to share visible results
Campaign	Milestone activation *(e.g., #迪奥情人节)* *Brand event (e.g., #FentyBeauty未来星球)*	Rallies UGC participation during cultural or brand moments, amplifying buzz through community storytelling

BRAND HASHTAG USAGE IN PAID VS. ORGANIC CONTENT

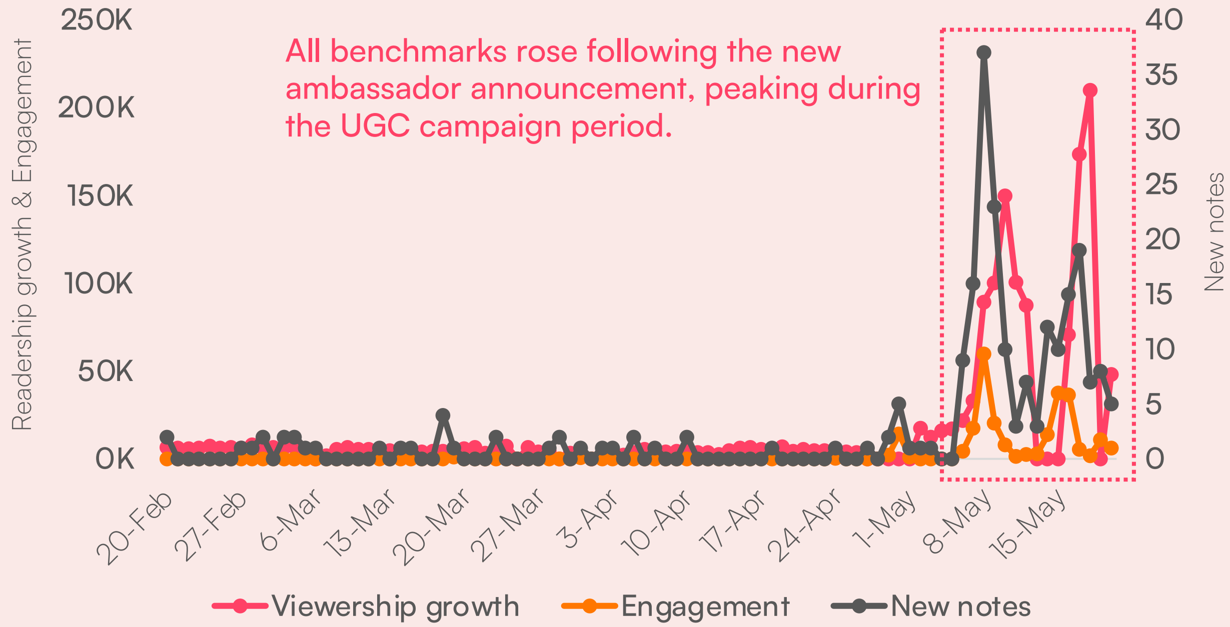


Hashtag Marketing.

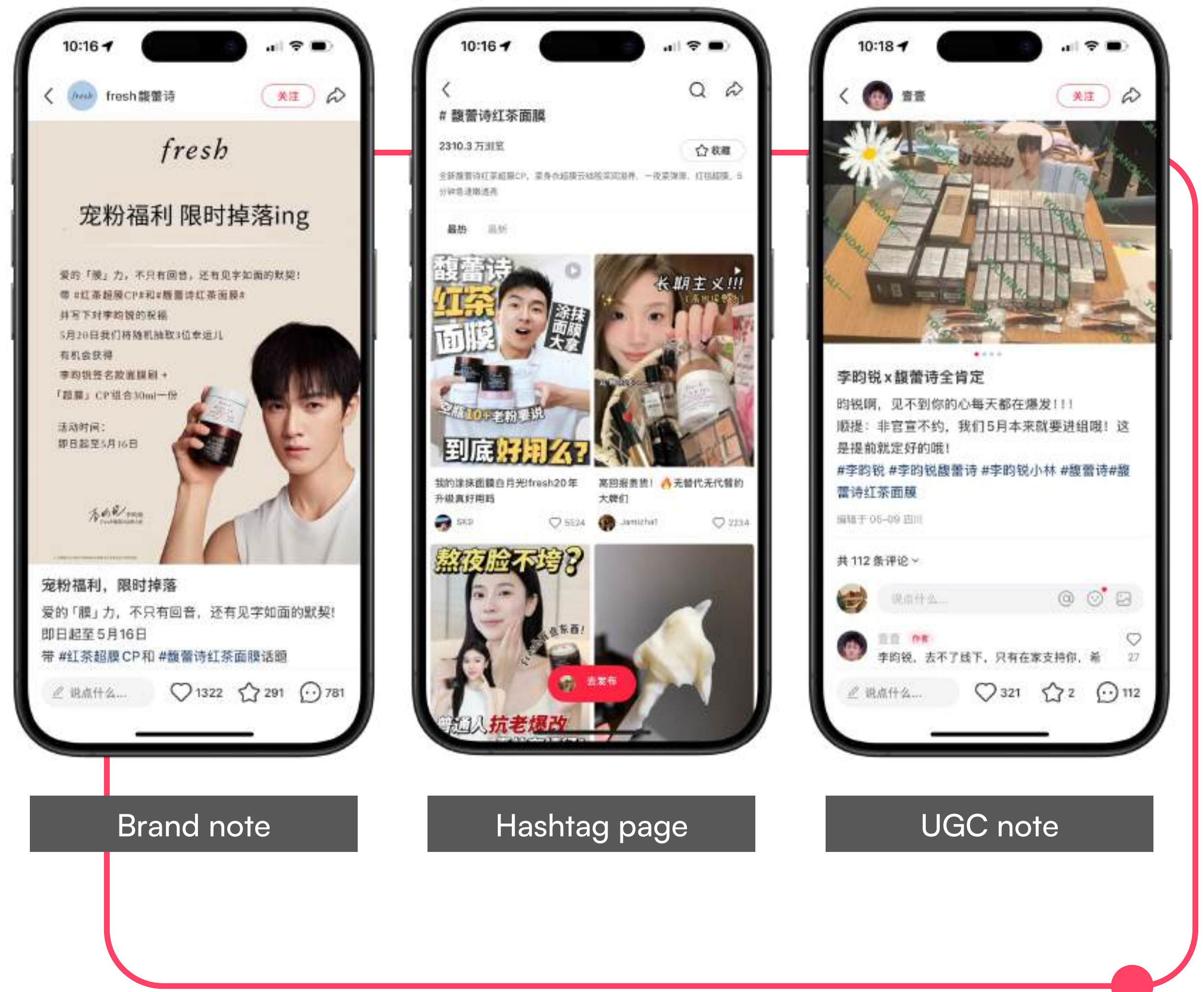
Case study: Fresh

Fresh announced actor Yunrui Li (李昀锐) as brand ambassador ahead of 520 and launched a UGC campaign inviting users to share blessings for the idol in exchange for a prize draw. Instead of requiring the official-announcement hashtag, the brand directed participants to use its evergreen product hashtags—#红茶超膜CP (#Black Tea Mask Duo) and #馥蕾诗红茶面膜 (#Fresh Black Tea Mask)—leveraging the ambassador's buzz while simultaneously promoting its hero products.

HASHTAG PAGE PERFORMANCE (20 FEB - 20 MAY)
#馥蕾诗红茶面膜 (Fresh Black Tea Mask)



FRESH CELEBRITY-DRIVEN UGC CAMPAIGN



05. Search

RedNote functions not only as a social platform but also as a search engine, with search trends reflecting a brand's popularity in China and the topics shaping consumer perception.

Why Search Matters.

Beauty is one of RedNote's most influential content verticals, attracting a vast community of users sharing their beauty insights. It also serves as a rich repository of content, enabling users to search for suitable products, brands, and beauty advice. The high sophistication of Chinese beauty consumers empowers them to search not only by ingredients, professional skincare terminology, and product names, but even by specific product codes to pinpoint exactly what they want.

A GLIMPSE ON SEARCH OF REDNOTE*

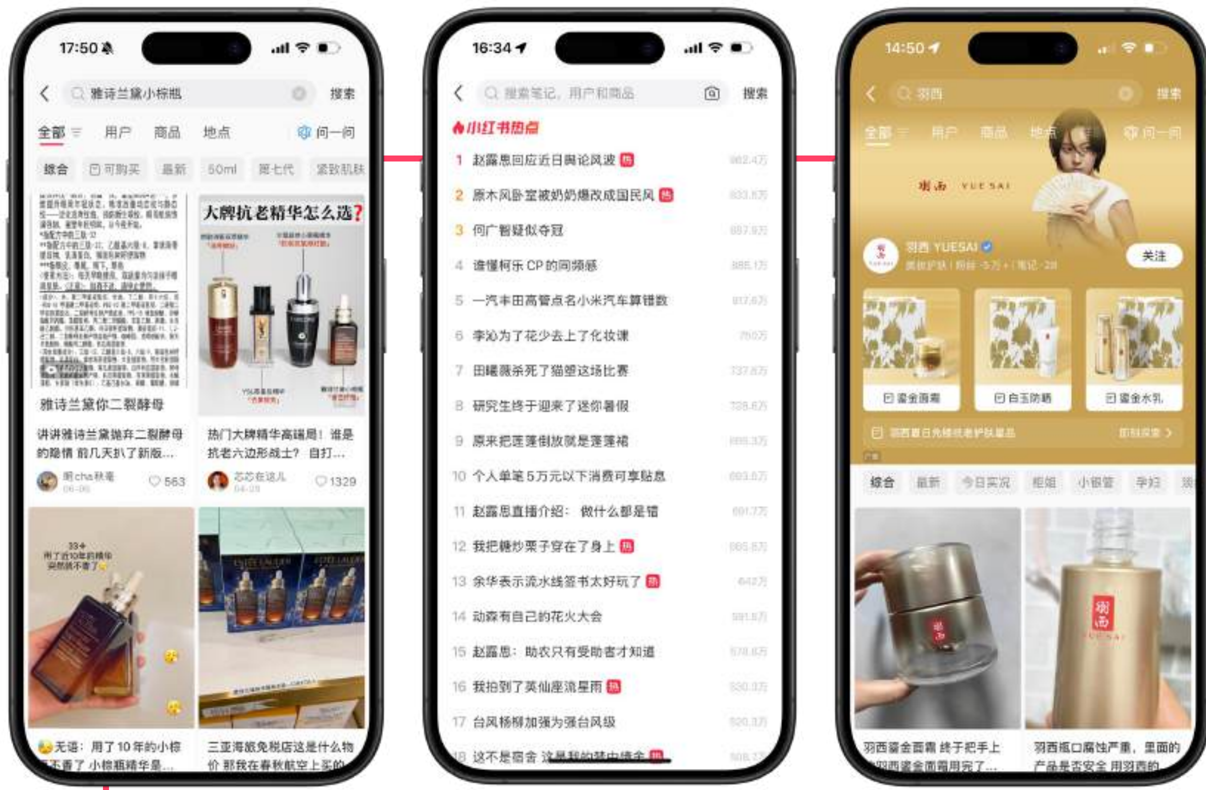
600M+ RedNote Daily QV

1B+ Baidu Daily QV

66%	consumers say search drives significantly purchase decisions
70%	Daily active users using search
90%	Active search share
42%	New users using search on Day 1

*Source: RedNote Data Platform and industry analysis; refers to the entire RedNote ecosystem, not limited to the prestige beauty category.

HARNESSING SEARCH FOR BRAND PRESENCE



Search results | Trending topics | Brand Zone

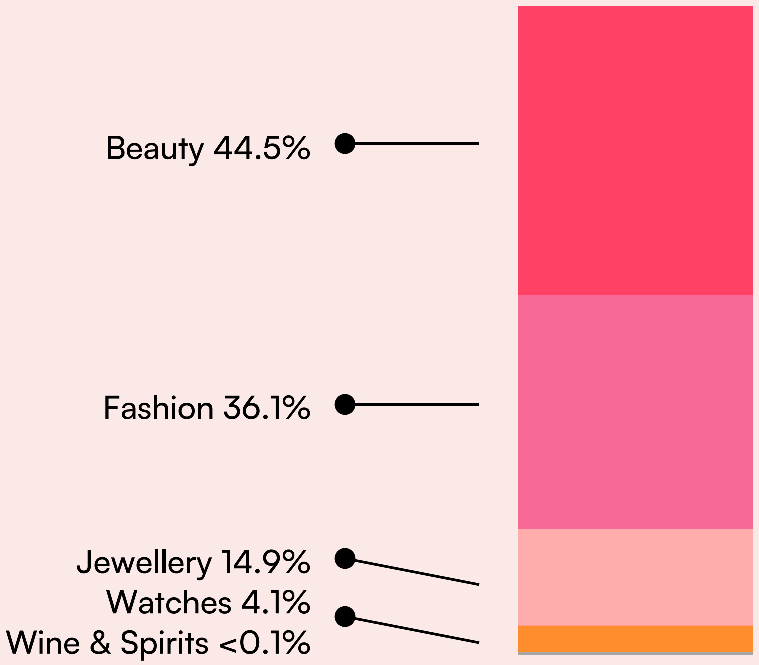
Brand Trends.

Search volume by category

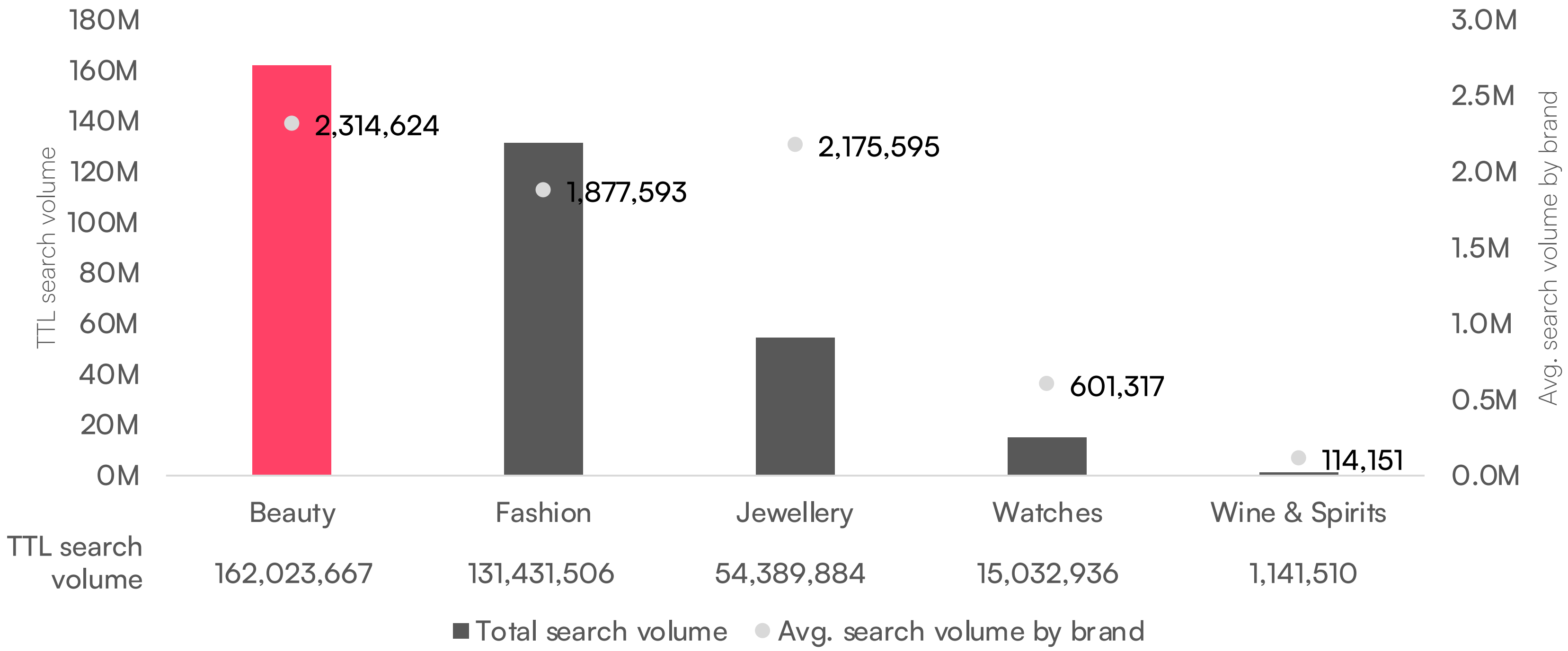
The immense search volume of the Beauty category, exceeding 162 million queries, is a direct result of its unique and influential role on RedNote. The high volume of searches is driven by a highly engaged community that actively seeks product reviews, tutorials, and advice. This consumer behaviour is key to the category's success, as users rely on peer-to-peer insights and authentic content to inform their purchasing decisions, making search a crucial and frequent part of their daily journey.

The Beauty sector's dominance is highlighted by its superior search volume, which leads all categories in both total and average volume per brand. This reflects its dynamic, trend-driven nature. While searches for luxury goods are tied to specific purchases, Beauty queries are more frequent, driven by continuous discovery and evolving consumer routines. This proactive searching not only underscores the category's market leadership on RedNote but also its central role as a trusted source for consumer insights.

DISTRIBUTION OF SEARCH VOLUME



LEVEL OF SEARCH VOLUME BY CATEGORY



Brand Trends.

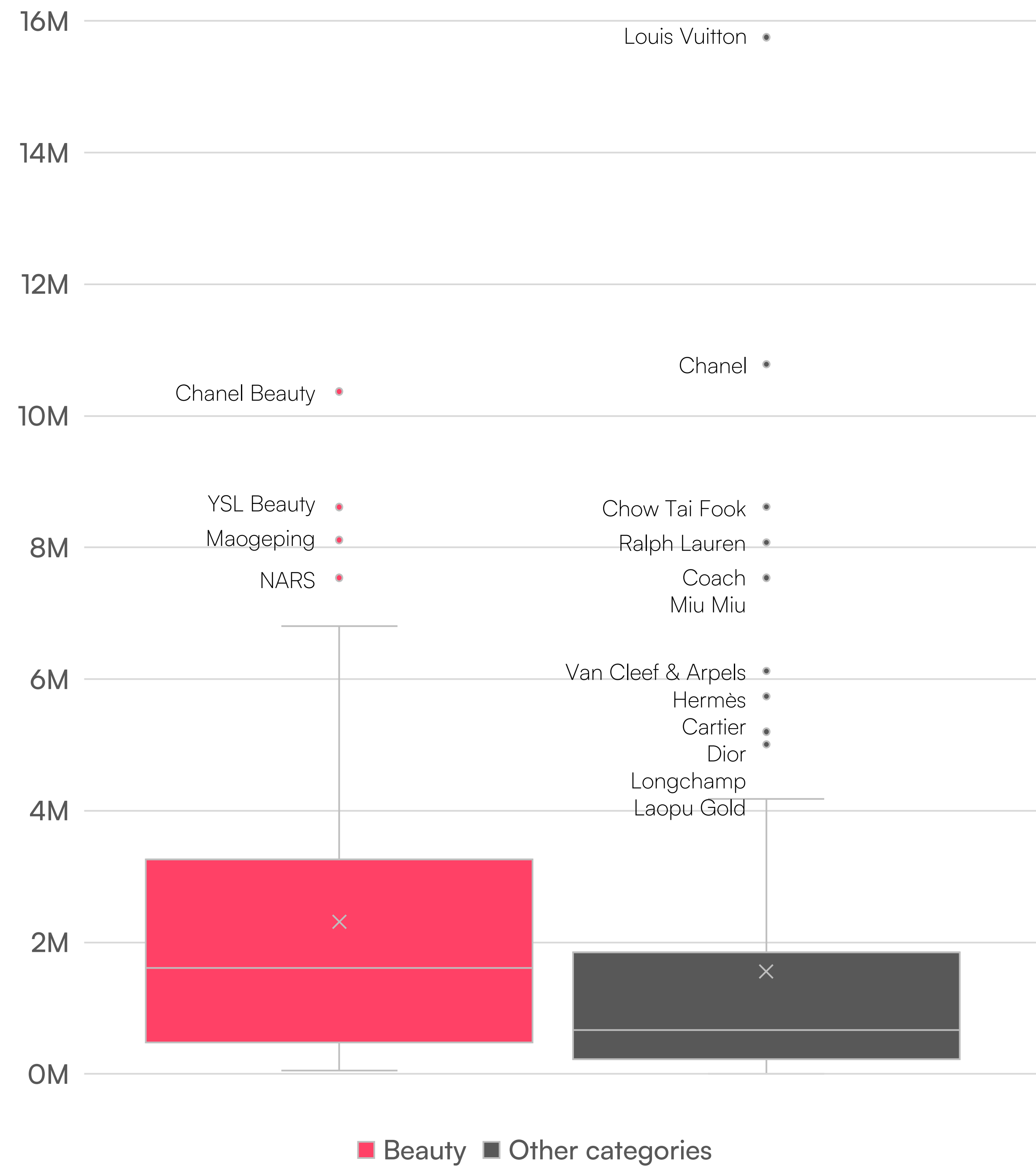
Search volume by brand

Search volume is the ultimate metric for brand awareness on RedNote, particularly for Beauty, where users actively seek detailed reviews before and even after purchasing. The Beauty category's high median search volume of 1.6M and its extremely wide data distribution underscore its market maturity and intense competition. This wide range indicates a clear division between a handful of highly-searched leading brands and a long tail of smaller and niche players.

Top brands show remarkable performance, all exceeding 8M in search volume, with international giants like Chanel Beauty and YSL Beauty, and critically, the domestic brand Maogeping,, signaling the rise of premium C-beauty.

However, a closer look reveals that other luxury categories are formidable contenders for the highest tier of consumer attention. While the Beauty category's median brand is more searched, the absolute peak of desirability on RedNote belongs to fashion. Superbrands like Louis Vuitton (~16M) and Chanel (~11M) achieve search volumes that surpass even the most popular beauty brands. This paints a crucial picture: Beauty has a broader, more engaged user base for its typical brand, but the pinnacle of brand aspiration and cultural status is still commanded by legacy luxury fashion, challenging Beauty's overall dominance on the platform.

SEARCH VOLUME DISTRIBUTION BY BRAND



Keyword Trends.

Keyword types

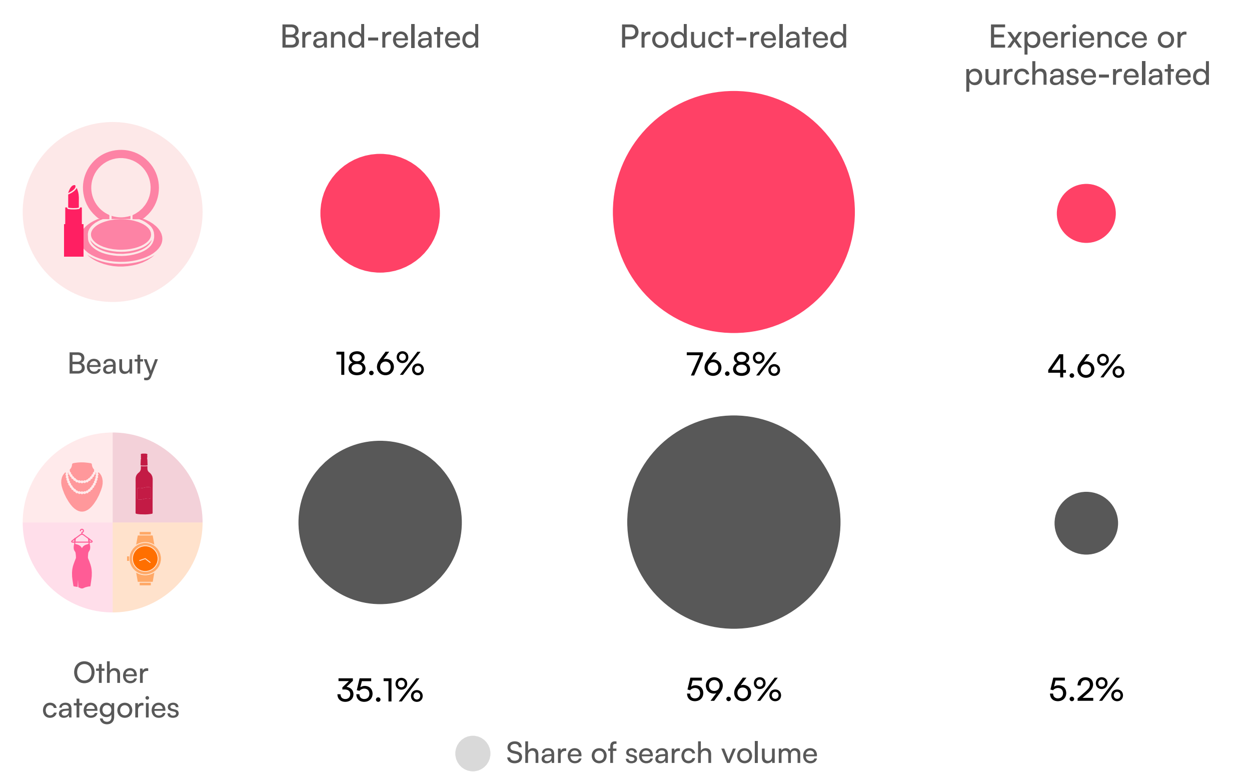
Search keywords are a direct indicator of consumer familiarity and purchase intent. Our analysis of top keywords confirms that market penetration and desirability differ significantly across Beauty and other luxury segments.

The data reveals a stark contrast in search behaviour between the Beauty sector and other categories. Consumer interest in Beauty is overwhelmingly product-centric. Product-related keywords command a massive share, accounting for 75.0% of all keyword types and 76.8% of total search volume. This indicates that beauty consumers typically begin their journey with a specific product, function, or solution in mind (e.g., “hydrating serum” or “Clinique Blush 05”), making the landscape highly competitive at the product level.

TYPES OF KEYWORDS

Keyword type		Search intent
Brand-related	Brand name *(e.g., cpb)*	Users are unfamiliar with the brand and seek information on its story, consumer feedback, and offerings.
	Brand image-related (e.g., tamburins韩国)	Users have an initial awareness of the brand and want to learn more or compare it with similar brands.
	Social buzz, celebrity, or marketing related *(e.g., 檀健次慕拉得)*	Users have been exposed to marketing activities or brand news and are motivated to explore further.
Product-related	Specific product name or item number *(e.g.,迪奥720)*	Users have a clear purchase intent and product knowledge, researching specific details before buying.
	Generic category *(e.g.,欧舒丹护手霜)*	Users have a purchase intent but no clear target, and are exploring or comparing brand offerings.
Experience or purchase-related	Price, service, usage, advice, etc. *(e.g., melt season门店)*	Users are seeking recommendations, advice, or feedback, both pre-sale and after-sale.

DISTRIBUTION OF SEARCH VOLUME BY KEYWORD TYPE



Keyword Trends.

Consumer behaviour

Despite users' frequent use of search to explore brands and products, their consumer journeys are not identical on RedNote. By analysing the keyword corpus, we can gain a deeper understanding of the connection between consumers and brands, as well as their most significant needs.

The Beauty sector is unquestionably one of the most mature industries on the platform. The precise intent of users is demonstrated by 41.1% of its top keywords, which relate to specific products, including product names (e.g., 大吉岭茶), nicknames (e.g., 蓝胖子防晒), and even model numbers (e.g., tf01). Furthermore, 8.5% of keywords are related to user experience, such as swatches or usage, which highlights the community-driven sharing nature of the platform. It is also worth noting that many top search terms are direct searches for brand hashtags, underscoring the role of hashtags as a critical marketing tool for beauty products.

37%

Broad product searches

37% of searches use general product/category keywords, highlighting product-centric discovery.

40%

Precise searches

40% of searches use exact product names, showing consumer sophistication and targeted demand.

~2/3

Scent-led discovery

Nearly two-thirds of searches that don't mention a brand name are for fragrance, proving discovery often begins before brand consideration.

1%

Campaign Searches

Only 1% of top keywords relate to brand image or campaigns. Search is overwhelmingly product-focused, not brand-centric.

Brand Zone.

Overview

The Brand Zone feature allows brands to showcase a centralised, branded section on the RedNote search results page. While this advertising tool is prominent within luxury categories (utilised by 51.5% of sampled brands), only 20% of beauty brands had an active Brand Zone at the time of data collection*.This suggests that beauty brands continue to prioritise word-of-mouth marketing through UGC (User-Generated Content) over building out their branded channels on RedNote. However, the Brand Zone is not limited to promoting brand-owned content. Filorga provides an excellent example of a hybrid strategy, showcasing its best-sellers within its Brand Zone and linking each product to a KOL video. This provides direct, third-party advocacy for the product, seamlessly driving consumer affinity at the critical moment they are actively searching for the brand.

HOW A BRAND ZONE AMPLIFIES GROWTH*

Daily account impressions **31x**

Daily profile views **6.8x**

Daily follower growth **10.8x**

*Source: RedNote Data Platform and industry analysis; refers to the entire RedNote ecosystem, not limited to the prestige beauty category.

Le Labo

- **Focus:** Campaign-led
- **Campaign:** City Exclusive Event
- **Featured Products:** City Exclusive Discovery Set
- **Destinations:** Brand-posted videos, brand profile

Filorga

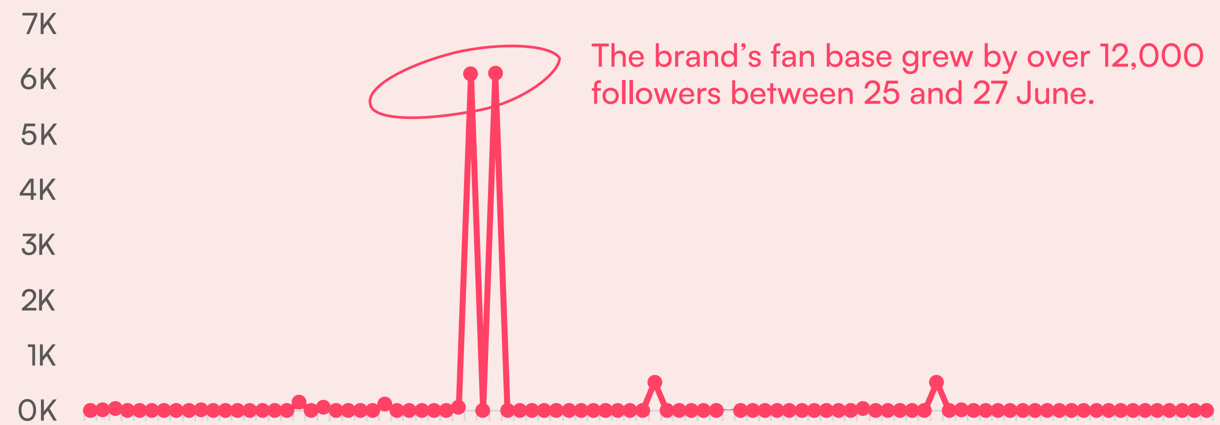
- **Focus:** Product-led
- **Featured Products:** NCEF-Revitalize Serum, Optim-eyes Coutour cream, Meso-Mask NCEF
- **Destinations:** Influencer notes (videos), brand profile

Brand Zone.

Case study: Maison Margiela Fragrances

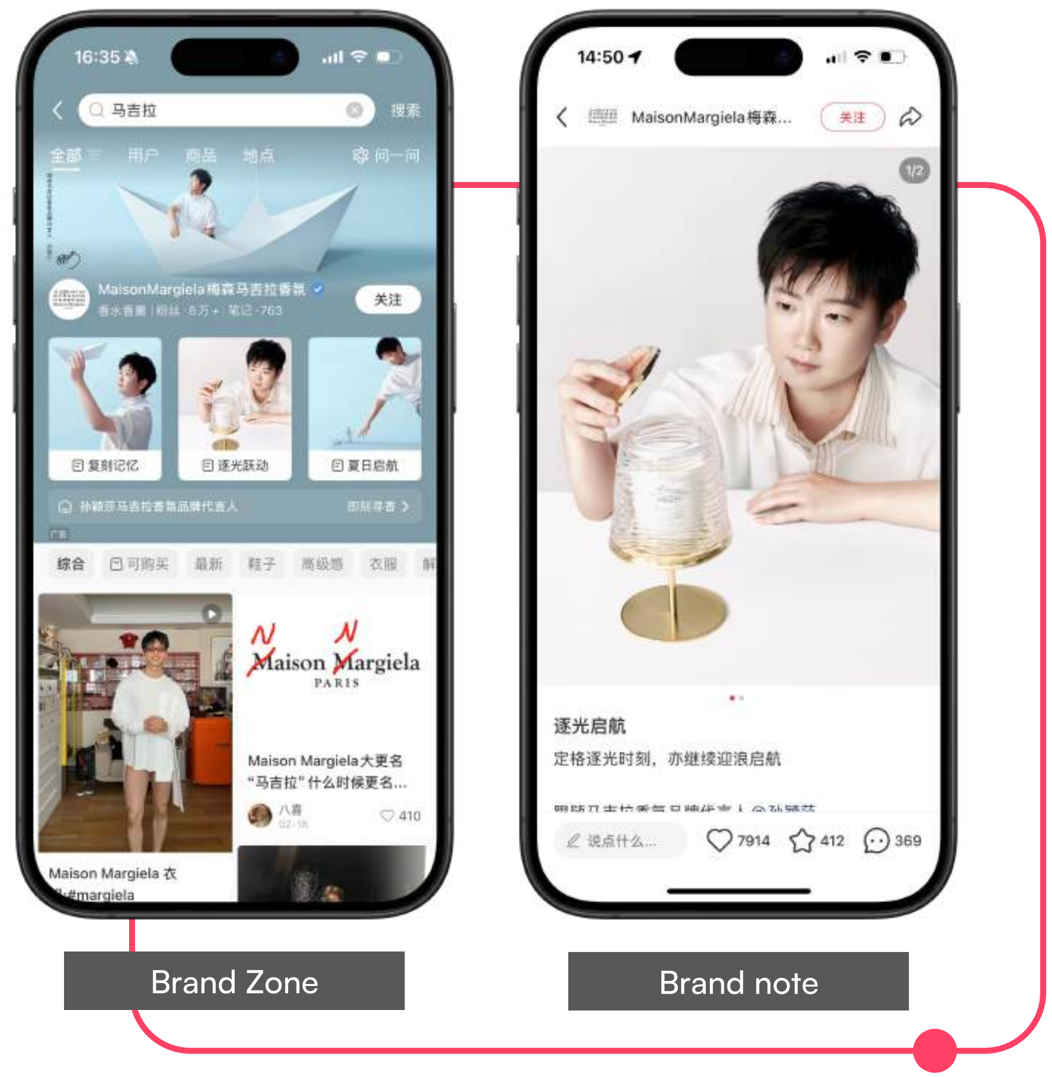
In RedNote's unique ecosystem, celebrity content struggles to achieve the viral reach seen on Weibo. However, celebrities are still an effective asset for recruiting new followers and driving engagement. For example, Maison Margiela Fragrances announced world table tennis champion Yingsha Sun (孙颖莎) as its brand ambassador. The announcement was amplified with a new Brand Zone featuring her, attracting a significant follower surge around the campaign period.

MAISON MARGIELA FRAGRANCES DAILY FOLLOWER GROWTH (May 25 - August 24)



20% of luxury and beauty Brand Zones feature celebrities.

NEW BRAND AMBASSADOR ANNOUNCEMENT



06. RISE Index

The RISE Index—RedNote Influence & Strategy Evaluation—is created to serve as a clear benchmark for luxury brands in China's dynamic social media landscape, measuring their visibility, consumer resonance, and market vitality.

Methodology.

Voice

Capturing how brands leverage their official accounts to build influence, looking at activity levels, audience engagement, and the strength of community growth

- FAN BASE
- FAN BASE GROWTH
- POSTING FREQUENCY
- ENGAGEMENT VOLUME
- MILESTONE ACTIVATION

KOL Investment

Evaluating how effectively brands deploy paid content, considering both the scale of investment and the impact of influencer partnerships in terms of reach and engagement

- COMMERCIAL NOTE VOLUME
- COMMERCIAL NOTE READERSHIP
- COMMERCIAL NOTE ENGAGEMENT

Heat

Reflecting the intensity of organic consumer interest, measuring demand, brand visibility, and the potential for viral amplification

- SEARCH VOLUME
- WORD-OF-MOUTH NOTE VOLUME
- WOM NOTE ENGAGMENT

RISE Index: Voice.

Capturing how brands leverage their official accounts to build influence

Rank	Brand (Account name)	Fan base	Growth Index (Adj.)	Posting Frequency	Engagement	Milestone Activation	Brand Score
1	Maogeping (毛戈平美妆)	100.0	17.1	100.0	53.7	100.0	74.2
2	Shu Uemura (植村秀中国)	31.2	75.8	25.4	60.7	20.1	42.6
3	Estée Lauder (雅诗兰黛)	60.2	33.2	26.3	65.2	23.9	41.8
4	La Mer (LA MER海蓝之谜)	47.8	58.7	19.9	58.0	14.7	39.8
5	Lancôme (兰蔻LANCOME)	53.5	16.5	31.7	59.2	34.3	39.0
6	Givenchy Beauty (GIVENCHY纪梵希美妆)	18.4	99.5	17.0	40.3	14.4	37.9
7	Kiehl's (科颜氏Kiehl's)	31.5	69.7	18.2	55.2	14.4	37.8
8	Charlotte Tilbury (CT夏洛特蒂铂丽)	13.2	62.9	17.5	70.0	19.1	36.5
9	MAC Cosmetics (MAC魅可)	37.9	21.9	29.2	73.1	17.7	36.0
10	Clarins (CLARINS娇韵诗)	37.1	38.4	24.3	53.4	22.1	35.1
11	Erno Laszlo (奥伦纳素)	6.5	53.1	34.2	45.7	28.8	33.7
12	Aesop (Aesop伊索)	9.0	100.0	7.0	43.6	6.0	33.1
13	Clinique (Clinique倩碧)	22.1	26.5	21.6	76.4	18.2	33.0

RISE Index: Voice.

Capturing how brands leverage their official accounts to build influence

Rank	Brand (Account name)	Fan base	Growth Index (Adj.)	Posting Frequency	Engagement	Milestone Activation	Brand Score
14	Armani Beauty (阿玛尼美妆 Armani Beauty)	30.2	57.7	9.8	58.6	7.7	32.8
15	Guerlain (Guerlain娇兰)	22.8	6.7	32.0	64.3	34.1	32.0
16	Christian Louboutin Beauty (ChristianLouboutin美妆)	8.2	91.6	6.3	44.9	8.7	32.0
17	Sisley Paris (Sisley法国希思黎)	32.2	21.1	22.8	60.5	22.9	31.9
18	Bobbi Brown (Bobbi Brown 芭比波朗)	29.0	29.9	20.1	64.0	16.2	31.8
19	Hourglass (HOURGLASS)	2.4	78.6	14.1	45.7	15.9	31.3
20	YSL Beauty (YSL圣罗兰美妆)	30.7	26.2	6.8	77.6	4.2	29.1
21	Chanel Beauty (香奈儿美妆)	25.7	15.9	26.3	49.7	24.9	28.5
22	La Prairie (LaPrairie莱珀妮)	6.6	77.4	9.6	37.2	10.2	28.2
23	Shiseido (SHISEIDO资生堂)	37.0	12.4	10.7	71.2	9.4	28.1
24	Yue Sai (羽西 YUESAI)	7.3	29.1	4.2	95.5	4.2	28.1
25	Prada Beauty (Prada普拉达香水美妆)	2.2	55.5	9.8	57.6	9.9	27.0
26	Valentino Beauty (VALENTINO美妆)	3.9	26.8	10.4	75.6	16.7	26.7

RISE Index: Voice.

Capturing how brands leverage their official accounts to build influence

Rank	Brand (Account name)	Fan base	Growth Index (Adj.)	Posting Frequency	Engagement	Milestone Activation	Brand Score
27	Tom Ford Beauty (Tom Ford Beauty)	12.8	20.1	20.3	59.6	20.1	26.6
28	L'Occitane (L'OCCITANE欧舒丹)	13.0	24.4	16.6	59.8	18.2	26.4
29	Maison Margiela Fragrances (梅森马吉拉香氛)	8.9	9.8	6.2	🏆 100.0	6.2	26.2
30	Nars (NARS)	19.9	32.5	8.3	62.3	6.0	25.8
31	To Summer (观夏)	22.8	33.9	10.7	52.6	8.5	25.7
32	Make Up For Ever (MAKE UP FOR EVER玫珂菲)	38.0	3.7	13.3	61.8	10.2	25.4
33	SK-II (SK-II)	19.1	28.4	6.8	64.0	7.0	25.1
34	Diptyque (DIPTYQUE)	12.1	32.3	12.3	56.5	11.7	25.0
35	Origins (ORIGINS悦木之源)	14.4	36.9	8.6	57.7	6.7	24.8
36	Elizabeth Arden (伊丽莎白雅顿)	28.1	15.4	12.6	53.7	12.7	24.5
37	Ralph Lauren Fragrances (Ralph Lauren拉夫劳伦香氛)	5.0	46.6	2.8	64.0	3.2	24.3
38	Augustinus Bader (奥古斯汀·巴德)	3.8	54.0	9.7	43.0	8.7	23.8
39	IPSA (IPSA茵芙莎)	9.4	29.0	5.5	70.4	4.7	23.8
40	Jo Malone (JOMALONELONDON祖马珑)	17.7	23.4	8.7	61.2	7.2	23.6

RISE Index: KOL Investment.

Evaluating how effectively brands deploy paid content

Rank	Brand (Account name)	Commercial Note Volume	Readership / Commercial Note	Engagement / Commercial Note	Brand Score
1	Jo Malone (JOMALONELONDON祖玛珑)	4.8	100.0	100.0	68.3
2	Lancôme (兰蔻LANCOME)	66.9	42.7	36.1	48.6
3	Nars (NARS)	8.1	70.2	60.3	46.2
4	Fresh (fresh馥蕾诗)	6.1	68.1	63.3	45.8
5	Estée Lauder (雅诗兰黛)	100.0	20.7	16.0	45.6
6	Maogeping (毛戈平美妆)	33.7	54.8	45.2	44.6
7	Charlotte Tilbury (CT夏洛特蒂铂丽)	4.6	68.5	59.4	44.2
8	Givenchy Beauty (GIVENCHY纪梵希美妆)	2.9	69.5	57.6	43.3
9	SkinCeuticals (SKINCEUTICALS修丽可)	31.0	46.1	39.4	38.8
10	La Mer (LA MER海蓝之谜)	72.4	23.1	20.6	38.7
11	Helena Rubinstein (HR赫莲娜)	79.9	17.7	12.4	36.7
12	Sisley Paris (Sisley法国希思黎)	4.4	57.2	48.1	36.6
13	MAC Cosmetics (MAC魅可)	34.6	41.9	32.6	36.4

RISE Index: KOL Investment.

Evaluating how effectively brands deploy paid content

Rank	Brand (Account name)	Commercial Note Volume	Readership / Commercial Note	Engagement / Commercial Note	Brand Score
14	Fenty Beauty by Rihanna (Fenty Beauty By Rihanna)	3.3	55.8	47.9	35.7
15	Dior Beauty (DIOR BEAUTY LOVERS)	12.7	53.3	40.5	35.5
16	Clarins (CLARINS娇韵诗)	57.3	27.8	17.7	34.3
17	La Prairie (LaPrairie莱珀妮)	1.4	58.6	41.2	33.8
18	Hourglass (HOURGLASS)	3.0	52.6	40.5	32.0
19	YSL Beauty (YSL圣罗兰美妆)	22.3	41.1	31.9	31.7
20	Kilian (KILIAN凯利安)	2.1	47.1	42.8	30.6
21	Tom Ford Beauty (Tom Ford Beauty)	14.6	44.2	31.9	30.2
22	Chanel Beauty (香奈儿美妆)	10.5	45.4	30.7	28.8
23	Byredo (BYREDO)	1.2	49.7	34.9	28.6
24	Shu Uemura (植村秀中国)	11.1	42.0	31.9	28.3
25	To Summer (观夏)	1.6	50.0	33.1	28.2
26	SK-II (SK-II)	49.8	19.9	14.2	27.9

RISE Index: KOL Investment.

Evaluating how effectively brands deploy paid content

Rank	Brand (Account name)	Commercial Note Volume	Readership / Commercial Note	Engagement / Commercial Note	Brand Score
27	Valentino Beauty (VALENTINO美妆)	4.2	44.0	34.7	27.6
28	Suqqu (SUQQU)	0.6	45.6	36.1	27.4
29	Make Up For Ever (MAKE UP FOR EVER玫珂菲)	6.5	40.9	30.3	25.9
30	Guerlain (Guerlain娇兰)	10.0	39.3	27.7	25.7
31	Kiehl's (科颜氏Kiehl's)	29.2	25.4	19.2	24.6
32	Shiseido (SHISEIDO资生堂)	12.4	34.8	24.5	23.9
33	Bobbi Brown (Bobbi Brown 芭比波朗)	10.4	34.5	26.6	23.8
34	Armani Beauty (阿玛尼美妆 Armani Beauty)	19.1	20.0	25.1	21.4
35	Christian Louboutin Beauty (ChristianLouboutin美妆)	1.1	37.3	24.7	21.0
36	Clinique (Clinique倩碧)	33.0	17.7	11.8	20.8
37	Elizabeth Arden (伊丽莎白雅顿)	8.7	30.1	21.9	20.2
38	Yue Sai (羽西 YUESAI)	3.0	33.2	24.1	20.1
39	Biotherm (碧欧泉Biotherm)	4.2	31.6	22.6	19.5
40	L'Occitane (L'OCCITANE欧舒丹)	6.8	27.1	23.6	19.2

DLG | 新榜 | 新红

RISE Index: Heat.

Reflecting the intensity of organic consumer interest

Rank	Brand (Account name)	Search Volume	WOM Note Volume	Adjusted Engagement Index	Brand Score
1	YSL Beauty (YSL圣罗兰美妆)	83.1	100.0	32.1	79.6
2	Chanel Beauty (香奈儿美妆)	100.0	73.8	22.8	74.1
3	Lancôme (兰蔻LANCOME)	65.2	80.6	49.2	68.2
4	Estée Lauder (雅诗兰黛)	65.6	53.6	69.3	61.6
5	Maogeping (毛戈平美妆)	78.2	23.9	92.7	59.4
6	MAC Cosmetics (MAC魅可)	52.2	45.5	49.3	49.0
7	Nars (NARS)	72.7	6.4	80.0	47.7
8	La Mer (LA MER海蓝之谜)	38.8	28.2	84.5	43.7
9	Clarins (CLARINS娇韵诗)	51.2	21.3	72.7	43.6
10	Dior Beauty (DIOR BEAUTY LOVERS)	48.2	41.1	29.6	41.7
11	SkinCeuticals (SKINCEUTICALS修丽可)	41.1	14.5	93.0	40.9
12	Tom Ford Beauty (Tom Ford Beauty)	40.3	0.9	100.0	36.5
13	Kiehl's (科颜氏Kiehl's)	43.1	15.1	56.3	34.5

RISE Index: Heat.

Reflecting the intensity of organic consumer interest

Rank	Brand (Account name)	Search Volume	WOM Note Volume	Adjusted Engagement Index	Brand Score
14	Clé de Peau Beauté (CPB肌肤之钥)	43.6	16.5	51.4	34.3
15	Shu Uemura (植村秀中国)	44.0	7.9	61.4	33.1
16	Hourglass (HOURGLASS)	36.0	2.0	84.1	32.0
17	Helena Rubinstein (HR赫莲娜)	23.3	15.9	81.2	31.9
18	SK-II (SK-II)	30.1	13.5	66.4	30.7
19	Shiseido (SHISEIDO资生堂)	30.1	17.8	47.1	28.6
20	Armani Beauty (阿玛尼美妆 Armani Beauty)	35.2	20.7	30.7	28.5
21	Bobbi Brown (Bobbi Brown 芭比波朗)	25.9	11.3	63.2	27.5
22	Clinique (Clinique倩碧)	23.8	7.3	70.0	26.4
23	Guerlain (Guerlain娇兰)	25.7	14.4	49.1	25.8
24	Fresh (fresh馥蕾诗)	18.9	5.8	73.9	24.7
25	Make Up For Ever (MAKE UP FOR EVER玫珂菲)	24.6	16.7	36.6	23.9
26	Charlotte Tilbury (CT夏洛特蒂铂丽)	23.6	4.6	52.6	21.8

RISE Index: Heat.

Reflecting the intensity of organic consumer interest

Rank	Brand (Account name)	Search Volume	WOM Note Volume	Adjusted Engagement Index	Brand Score
27	Jo Malone (JOMALONELONDON祖马珑)	13.0	5.2	70.2	21.4
28	Givenchy Beauty (GIVENCHY纪梵希美妆)	27.0	6.9	38.1	21.2
29	Loewe Perfumes (LOEWE罗意威香氛)	25.4	1.3	48.7	20.4
30	L'Occitane (L'OCCITANE欧舒丹)	17.7	8.4	48.1	20.1
31	Elizabeth Arden (伊丽莎白雅顿)	14.8	1.4	67.1	19.9
32	Decorté (黛珂)	22.0	4.6	45.6	19.7
33	Evidens de Beauté (EviDens de Beaute伊菲丹)	10.7	2.7	70.7	19.5
34	Fenty Beauty by Rihanna (Fenty Beauty By Rihanna)	13.1	0.2	70.9	19.5
35	Valentino Beauty (VALENTINO美妆)	18.5	2.0	50.2	18.3
36	Aesop (Aesop伊索)	13.1	7.8	49.4	18.2
37	Sisley Paris (Sisley法国希思黎)	9.2	3.5	64.4	17.9
38	Bulgari Perfumes and Fragrances (BVLGARI宝格丽香氛)	18.7	11.5	28.1	17.7
39	Diptyque (DIPTYQUE)	15.4	0.0	53.3	16.8
40	Maison Margiela Fragrances (梅森马吉拉香氛)	17.5	2.3	44.4	16.8

Appendix

Brand List.

Brand name (RedNote account name)

Acqua di Parma (AcquaDiParma帕尔玛之水)	Clé de Peau Beauté (CPB肌肤之钥)	Fenty Beauty by Rihanna (Fenty Beauty By Rihanna)	La Prairie (LaPrairie莱珀妮)	Prada Beauty (Prada普拉达香水美妆)
Aesop (Aesop伊索)	Clinique (Clinique倩碧)	Filorga (FILORGA菲洛嘉)	Lancôme (兰蔻LANCOME)	Ralph Lauren Fragrances (Ralph Lauren拉夫劳伦香氛)
Armani Beauty (阿玛尼美妆 Armani Beauty)	Creed (CREED恺芮得)	Frédéric Malle (FREDERIC MALLE 馥马尔)	L'Artisan Parfumeur (阿蒂仙之香)	Shiseido (SHISEIDO资生堂)
Augustinus Bader (奥古斯汀·巴德)	Darphin Paris (DARPHIN巴黎朵梵)	Fresh (fresh馥蕾诗)	Le Labo (LE LABO)	Shu Uemura (植村秀中国)
Biotherm (碧欧泉Biotherm)	Decorté (黛珂)	Givenchy Beauty (GIVENCHY纪梵希美妆)	Loewe Perfumes (LOEWE罗意威香氛)	Sisley Paris (Sisley法国希思黎)
Bobbi Brown (Bobbi Brown 芭比波朗)	Dermalogica (德美乐嘉dermalogica)	Guerlain (Guerlain娇兰)	MAC Cosmetics (MAC魅可)	SK-II (SK-II)
Bulgari Perfumes and Fragrances (BVLGARI宝格丽香氛)	Dior Beauty (DIOR BEAUTY LOVERS)	Helena Rubinstein (HR赫莲娜)	Maison Margiela Fragrances (梅森马吉拉香氛)	SkinCeuticals (SKINCEUTICALS修丽可)
Byredo (BYREDO)	Diptyque (DIPTYQUE)	Hourglass (HOURGLASS)	Make Up For Ever (MAKE UP FOR EVER玫珂菲)	Suqqu (SUQQU)
Caudalie (欧缇丽CAUDALIE)	Documents (闻献DOCUMENTS)	IPSA (IPSA茵芙莎)	Maogeping (毛戈平美妆)	Tamburins (TAMBURINS)
Cellcosmet (Cellcosmet瑞妍)	Elemis (Elemis)	Jo Malone (JOMALONELONDON祖玛珑)	Melt Season (melt season)	To Summer (观夏)
Chanel Beauty (香奈儿美妆)	Elizabeth Arden (伊丽莎白雅顿)	Kiehl's (科颜氏Kiehl's)	Murad (Murad 慕拉得)	Tom Ford Beauty (Tom Ford Beauty)
Charlotte Tilbury (CT夏洛特蒂铂丽)	Erno Laszlo (奥伦纳素)	Kilian (KILIAN凯利安)	Nars (NARS)	Valentino Beauty (VALENTINO美妆)
Christian Louboutin Beauty (ChristianLouboutin美妆)	Estée Lauder (雅诗兰黛)	L'Occitane (L'OCCITANE欧舒丹)	Origins (ORIGINS悦木之源)	YSL Beauty (YSL圣罗兰美妆)
Clarins (CLARINS娇韵诗)	Evidens de Beauté (EviDens de Beaute伊菲丹)	La Mer (LA MER海蓝之谜)	Parfums de Marly (Parfums de Marly 瑪麗之香)	Yue Sai (羽西 YUESAI)

Methodology.

Brand pool

Sign up to be among the first to access the *RedNote Luxury Index* this October, covering 130 brands across Fashion, Jewellery, Watches, and Wine & Spirits.

'Beauty' in this report encompasses skincare, makeup, and fragrance, and is treated as a distinct sector from traditional personal luxury goods, due to differences in product lifecycle, target audience, and marketing dynamics.

Rather than focusing solely on luxury players, the report sample includes a curated mix of luxury, prestige, and premium beauty brands. This includes both dedicated beauty houses and beauty spin-off lines from luxury brands—whether these are fully integrated and operated in-house, or licensed to third parties under the brand's name.

Beauty brands included in this report reflect a diverse spectrum of premium positioning, from niche luxury fragrance houses to globally recognised prestige skincare and makeup labels. Selection is based on one or more of the following criteria:

- Recognised independent brands or those affiliated with a luxury or beauty conglomerate;
- A strong presence in selective or premium retail environments, including department stores, luxury beauty retailers, or mono-brand boutiques;
- A brand activation strategy in China that mirrors the practices of premium beauty brands in terms of storytelling, community building, and content sophistication on RedNote

The positioning of beauty brands within this report are influenced by key factors, including:

- Price premium within their respective product categories
- Quality of ingredients or formulations
- Brand heritage or expertise in specific beauty segments
- Product exclusivity and innovation
- Brand storytelling and sensorial experience
- Prestige of retail channels and distribution strategy

To ensure the selected brand pool best represents the luxury sector's presence on RedNote within a limited sample size, brands meeting the following criteria have been included:

- Brands with an active and ongoing official account on RedNote as of 1 June 2025;
- Brands with a beauty presence that communicate solely through a cross-category main account, without a standalone beauty account, are excluded;
- Priority has been given to brands with a higher number of brand mention notes, due to the limited capacity of the brand pool.

Data on brand accounts, word-of-mouth notes, and commercial notes in this report is sourced from Xinhong and covers the period from January to June 2025. Figures may differ slightly from actual performance due to data limitations.

Search volume data is sourced from Juguang (聚光) as an indexed figure, covering 2 April to 30 June. Due to platform limitations, only each brand's top ten most-searched keywords are counted, which may not represent the actual total search volume.

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DLG (Digital Luxury Group) is an independent marketing and technology group with offices in Geneva and Shanghai. The company provides social media, e-commerce, CRM, consulting, and creative services to luxury and lifestyle brands. DLG is renowned for its expertise in defining and implementing impactful business strategies, combining technological know-how, creativity, and luxury savoir-faire to target sophisticated consumers.

DLG also publishes Luxury Society, a trusted intelligence platform for luxury executives, offering a global perspective on the industry through exclusive studies, reports, analysis, features, and in-depth interviews with industry leaders.

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新榜 NEWRANK.CN

As a data-driven content technology company, Newrank serves the content industry by providing content marketing, live streaming e-commerce, copyright distribution and content asset operation and management services, relying on social media resources and content data products covering all levels of the omni-channel, to help Chinese enterprises acquire and manage digital content assets.

In 2018, Newrank won the title of “Top Ten Cultural Enterprises in Shanghai”. In the same year, he Shanghai parent company and Beijing branch of Newrank were recognized as “National high-tech enterprises”. In 2020, Newrank won the first place in the business Group A of the National Content Technology Innovation and Entrepreneurship Competition. In 2023, Newrank was rated as “Shanghai Top Innovative Enterprise” and won the title of “Shanghai digital Advertising Leading Enterprise”.

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Xinhong is a data analysis tool for RedNote under Newrank. It collects a vast amount of accounts and creative materials, providing multi-dimensional data including influencer accounts, notes, SEO traffic, brand marketing, live-streaming e-commerce, etc. It helps brands with seeding and traffic operation, and offers a comprehensive insight into the RedNote ecosystem.

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