



TOP 10 Fastest Growing Beauty Products on Amazon

Navigo
MARKETING



#1

Share of Sales: 5.3%

Change in Share: +2.8%

Nutrafol continues to dominate with clinical credibility, strong DTC brand equity, and a high AOV product that performs without relying on discounts.

#2

Share of Sales: 3%

Change in Share: +1.8%

A dermatologist-recommended staple, this product sees consistent Subscribe & Save growth and benefits from wide awareness, clean claims, and frictionless conversion across PDPs.





#3

Share of Sales: 1.4%

Change in Share: +1.3%

A breakout prestige body care item, Salt & Stone is winning with elevated fragrance profiles and a minimalist brand aesthetic that resonates with premium shoppers in a typically commoditized segment.



#4

Share of Sales: 1.2%

Change in Share: +1.0%

This product capitalized on Q2's seasonal spike in sun care demand, offering recognizable branding, family-friendly format, and strong placement across both organic and sponsored slots.

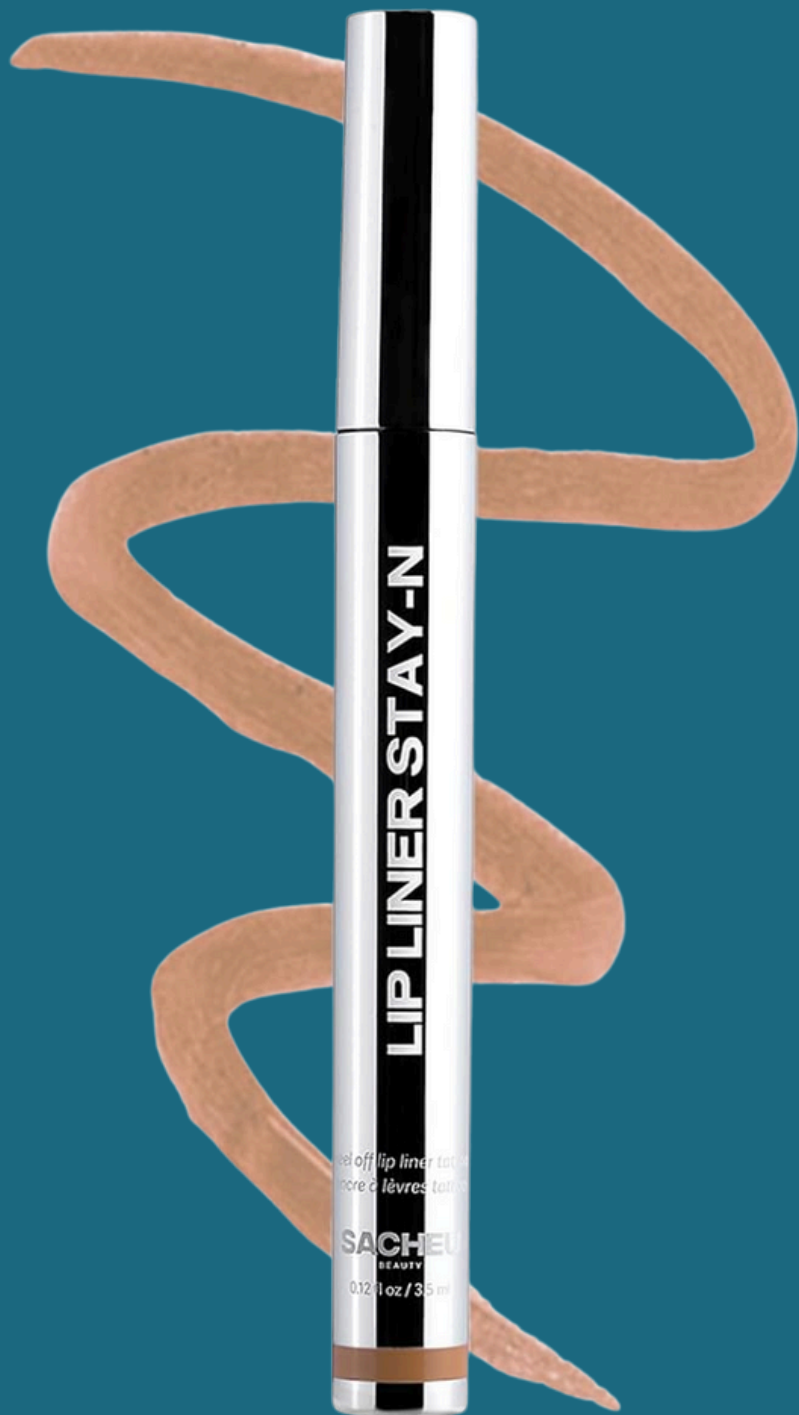


#5

Share of Sales: 1.4%

Change in Share: +0.9%

Its rise reflects the growing demand for simple, dermatologist-backed cleansers with low irritation risk. The brand's ecosystem strategy is keeping shoppers within the portfolio.



#6

Share of Sales: 0.9%

Change in Share: +0.7%

This TikTok-friendly product merges innovation and affordability, tapping into consumer appetite for long-wear lip color without sacrificing ease of use.



#7

Share of Sales: 0.8%

Change in Share: +0.7%

Wonderskin built viral velocity with its color-shifting peel-off format and strong earned media presence. The product's novelty and visual payoff make it a high-conversion item.



#8

Share of Sales: 0.7%

Change in Share: +0.5%

A drugstore classic, this SKU saw renewed interest through high keyword association and broad retail trust, paired with efficient top-of-search spend in Q2.

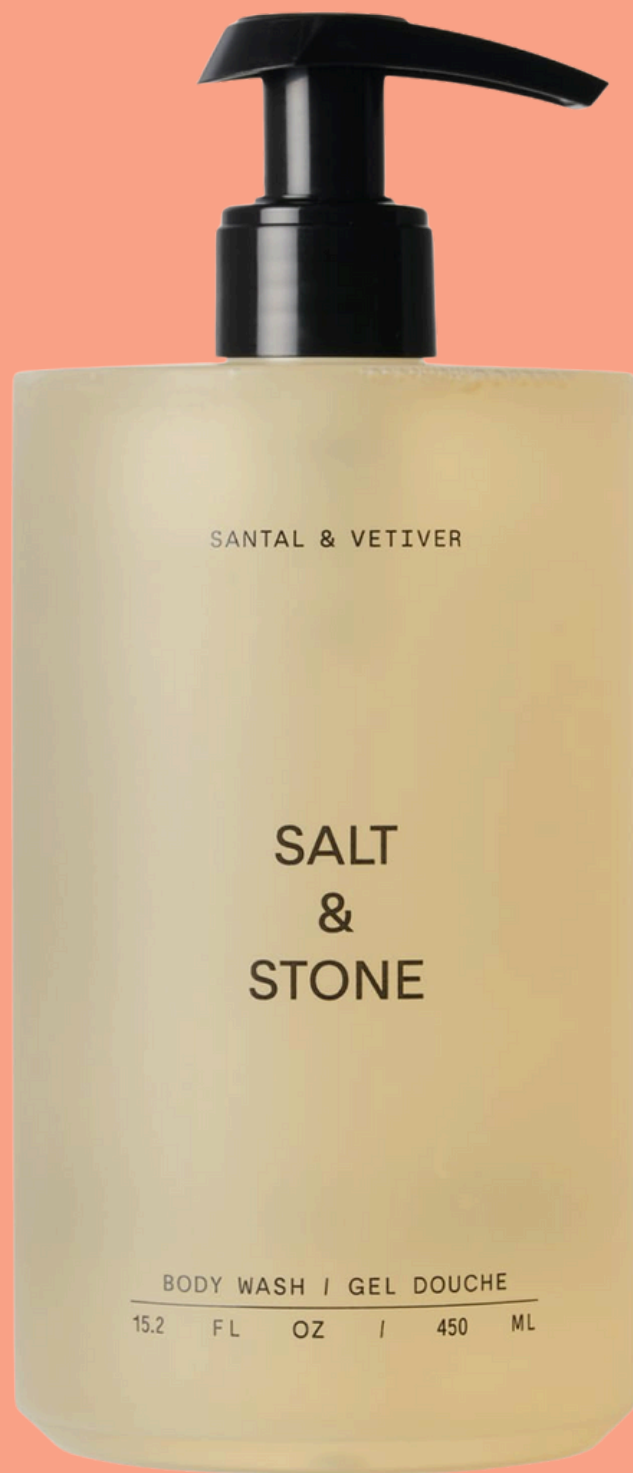


#9

Share of Sales: 0.9%

Change in Share: +0.5%

This continues to be a volume-driver thanks to cult status across beauty influencers, competitive pricing, and strong in-platform reviews. It's a rare case of mass color cosmetics gaining share.



#10

Share of Sales: 0.4%

Change in Share: +0.3%

This body wash is quietly scaling thanks to scent-forward marketing, elevated packaging, and its appeal to both unisex and luxury personal care consumers.

So What?

1. Momentum beats rank

The fastest-growing products are gaining share in a flat category. They are not just popular, they are outperforming.

2. Conversion is the real win

These SKUs are not just being discovered. They are closing. Strong PDPs, high-intent search terms, and smart media made them grow when others stalled.

3. Growth means product-channel fit

Hero SKUs that align with what shoppers want on Amazon are winning. These products worked because they delivered, not because they shouted the loudest.

4. The average price was \$25.45

This is not just about value or discounting. Consumers are buying premium, performance-driven products when the story and strategy are clear.

5. These are your competitors for attention

Even if you don't sell supplements, mascara, or pore pads, your products sit next to these. They are setting the expectation for quality, speed, and results.