



Navigo  
MARKETING

Spring Trends

What's Trending in  
Beauty This Spring

# From Amazon Searches to Sephora Shelves, Here's What's Breaking Out in 2025

Spring 2025 is delivering exactly what shoppers are looking for: skin-forward care, format flexibility, and a renewed focus on finishes that feel expressive without being overdone.

We looked at Amazon's top beauty search terms in April and compared them to platform-wide trend coverage from Ulta and Sephora to get a clear view of what's winning right now and where those trends are gaining traction fastest.

## Amazon's Top Beauty Searches in April

While Amazon's highest-volume beauty queries still reflect functional skincare and everyday use cases, the breakout terms tell a different story, one of aesthetic experimentation and high-engagement formats. Among the top risers:

**Magnetic eyelashes** climbed fast as shoppers prioritized reusable, low-effort glam over glued-on lashes.

**Chrome nails** and related gel formats gained momentum, boosted by TikTok visibility and celebrity influence.

**Eyelash serum** and **face serum held** strong, showing sustained demand for targeted skincare, even outside winter.

**Sunscreen stick** and **tinted moisturizer with SPF** both popped, showing seasonally-driven interest in hybrid formats that support minimalist routines.

These are not niche terms. They're highly visible queries tied to rising conversion. They're also trending across Ulta and Sephora, with category language and promotional support that confirms their breakout status.

# What Ulta and Sephora Are Seeing

## **High-shine finishes**

The chrome nail trend isn't just social, it's selling. Hailey Bieber and Selena Gomez have pushed mirrored nails into mainstream relevance. Ulta's nail category is leaning heavily into this space, while Sephora's content is spotlighting new limited-run sets with high-gloss formulas.

## **Pastels and soft flush**

From cheeks to eyes, brands are launching softened versions of last year's bolder color stories. Lavender liners, peach-toned blushes, and sky-blue shadows are performing well, particularly when paired with skin-like base textures. It's playful, but wearable.

## **Hydration-first skincare**

In parallel with makeup, moisture-forward formats are rising. Sheet masks, milky cleansers, and barrier-focused SKUs like Farmacy's Honey Halo or Biodance's collagen mask are driving repeat interest. These aren't new products—they're proven items gaining new momentum in spring routines.

## Multi-use products

Even as bundles and minis take a backseat, products that do more than one thing are standing out. Tinted SPF, lip-and-cheek stains, and skin-tint hybrids are converting across all three platforms, especially in the under 40 dollar range.

# What This Means for Brands

For brands building strategy around what's trending now, the goal isn't to chase virality. It's to show up where the demand already exists and align product structure with platform behavior.

On Amazon, that means owning high-volume category terms and making product formats easy to try

On Ulta, it means laddering into existing loyalty cycles and supporting seasonal promos with timely SKUs

On Sephora, it means reinforcing editorial-driven discovery and aligning with prestige cues even in functional categories

This spring, the trends aren't just aspirational. They're shoppable. And the brands that meet the moment across finish, format, and platform are the ones that will carry momentum into summer.

# How Navigo Helps Brands Win on Ulta and Amazon

At Navigo, we build channel strategies around real shopper behavior. For most brands in 2025, that means showing up with clarity and consistency on Ulta and Amazon, two platforms that now drive the bulk of beauty discovery, trial, and repeat purchase.

We don't just launch listings. We develop platform-native strategies that align with how each retailer moves product. On Amazon, that means building for speed, trust, and search-driven conversion. On Ulta, it means positioning for loyalty-driven behavior, promotion alignment, and shopper spend optimization.

Our team works across the full stack—SKU selection, PDP design, paid media structure, and retail readiness—to help brands capture volume without losing margin. We use performance data, search insights, and real-time category shifts to adapt fast, optimize often, and scale smarter.

**If your product deserves to be where beauty is actually bought, we'll help you get there. With the right plan, the right formats, and the right visibility to win.**



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