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The Ordinary, Tarte Cosmetics Among Top 10 Beauty Brands by TikTok Shop Sales This Year

A breakdown of who's winning on TikTok Shop in 2024, per Charm.io.

By **Noor Lobad**

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The most-purchased beauty products on TikTok Shop.

One year after its U.S. debut, **TikTok Shop** remains an enigma for many brands in search of sales success — and a cash cow for others who have benefited either from early adoption, product alignment with the platform's trends, or both. Take **Tarte Cosmetics** and GuruNanda — which rank as the number-one and number-two **beauty** brands by TikTok Shop sales in 2024, per Charm.io — for instance. Tarte, which so far this year has raked in more than \$21.5 million in sales via the platform, joined TikTok Shop in September 2023 and saw swift success with its Maracuja Juic...

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