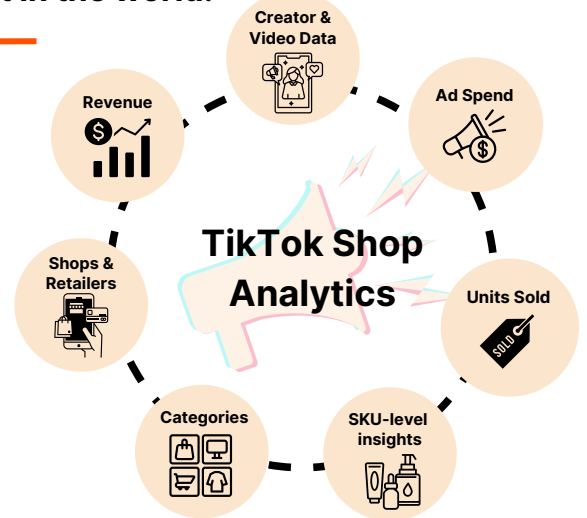




The most comprehensive & accurate TikTok Shop dataset in the world.

Charm's unparalleled TikTok Shop dataset provides daily global sales data on every CATEGORY, SHOP, and PRODUCT.



### Category Data



Discover the **top categories** and sub-categories being sold on TikTok Shop. Easily analyze market opportunities and category growth rates.

### Shop Insights



Get insights into **revenue** on a category, shop, product, and SKU level basis. Identify consumer and brand trends over any time period.

### Product Sales



View data on the **100M+ products** being sold on TikTok Shop today. See top-selling products by revenue, units sold, MoM growth & more.

### Creator & Video Data



View top creators and their best-selling products. Get insights into **ad spend**, video views, and items sold as they relate to top video content.

## Category Insights: Beauty & Personal Care

**\$123.28M**

TikTokShop Category Revenue  
(Last 30 Days)

wavytalk **ONE/SIZE** Anua

Top Shops by Revenue Generated  
(Last 30 Days)

**4,734**

Shops Selling Beauty Products

### Top 3 Beauty & Personal Care Products

by revenue generated in the last 30 days\*

**WIGGINS.HAIR**  
Once meet, Never forget  
**\$2.91M**

**GOPURE**  
**\$2.17M**

**wavytalk**  
**\$1.82M**

\*7/8/2024 - 8/6/2024