

Track Bareminerals

Competitor Activity Report

Generated on Tuesday, July 8, 2025

Brand: Beauty Mark Cosmetics

Competitor Activity Report

July 8, 2025

Bareminerals

Bareminerals is leveraging high-frequency, video-first content and influencer partnerships across Instagram and TikTok, driving above-average engagement and brand awareness, with untapped opportunities on LinkedIn and long-form educational content.

Data Reliability: 87% | Based on public data and engagement metrics

Competitor Performance Tracking



Bareminerals has seen steady follower growth and engagement spikes from influencer-driven campaigns, especially on Instagram and TikTok.

bareminerals instagram

1200.0K

followers

1st in niche

Growth (30d)

+2.3%

Engagement

2.8%

Posts/Week

5

Velocity

1.1x

Spike Detected: Viral influencer collaboration

Relative Performance: +45% faster growth

bareminerals tiktok

320.0K

followers

2nd in niche

Growth (30d)

+3.6%

Engagement

4.2%

Posts/Week

6

Velocity

1.3x

Spike Detected: Viral product demo using trending audio

Relative Performance: +60% faster growth

bareminerals youtube

210.0K

followers

3rd in niche

Growth (30d)

+1.1%

Engagement

1.3%

Posts/Week

2

Velocity

0.8x

Relative Performance: Similar pace

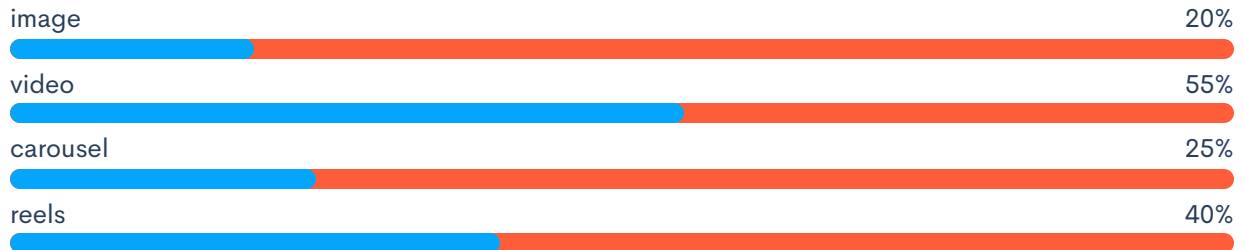
Content Strategy Analysis



Bareminerals prioritizes short-form video, influencer content, and user-generated testimonials, with a focus on natural beauty and product education.

bareminerals instagram

Content Mix



Posting Schedule

Frequency: 5 posts/week

Peak Days: Tuesday, Thursday

Peak Times: 7pm EST, 12pm EST

Content Tactics

Caption Style: Conversational, short

Avg Length: 38 chars

CTA Usage: 60%

Emoji Usage: moderate

Hashtags: ~7 per post

Top Tags: #bareminerals, #cleanbeauty, #makeup

Content Pillars: Education Inspiration Community

Key Differentiator: Consistent influencer collaborations and focus on clean, natural beauty messaging

bareminerals tiktok

Content Mix



Posting Schedule

Frequency: 6 posts/week

Peak Days: Wednesday, Friday

Peak Times: 8pm EST, 3pm EST

Content Tactics

Caption Style: Conversational, short

Avg Length: 15 chars

CTA Usage: 70%

Emoji Usage: heavy

Hashtags: ~5 per post

Top Tags: #bareminerals, #cleanmakeup,
#tiktokmademebuyit

Content Pillars: Entertainment Education Trends

Key Differentiator: Fast-paced, trend-driven content with high influencer participation

⚡ Viral Content Breakdown



Bareminerals' most viral posts feature trending audio, influencer faces, and quick product transformations.

bareminerals

5x average engagement

tiktok

6/30/2025 •



2.1M

views



184000

likes



3200

comments



7800

shares

Success Analysis

Topic: Clean foundation transformation

Hook: Influencer applies foundation with dramatic before/after

Visual Style: Bright, fast cuts, text overlay

Success Factors:

Used trending audio

Influencer with large following

Clear, visual transformation

Replication Opportunity: Beauty Mark Cosmetics can partner with micro-influencers for similar before/after transformations using trending sounds.

bareminerals

2.5x average engagement

instagram

6/24/2025 •



480K

views



21000

likes



1100

comments



2400

shares

Success Analysis

Topic: Real user review

Hook: Customer testimonial with natural look reveal

Visual Style: Soft, minimal editing

Success Factors:

Authentic testimonial

Relatable user

Natural lighting

Replication Opportunity: Beauty Mark Cosmetics can launch a recurring UGC series highlighting real customer stories.

Campaigns & Partnerships



Bareminerals is running influencer-driven product launches and seasonal campaigns, with frequent use of branded hashtags.

bareminerals

product_launch

\$

\$180K

Duration: 14 days

Frequency: 3 posts per week

Reach: 5.2M

Campaign Tag: #BareWithUs (1200 uses)

Tactics: Influencer unboxings User testimonials Limited-time offers

bareminerals

brand_partnership

EcoTools

\$

\$60K

Duration: 7 days

Frequency: 2 posts per week

Reach: 1.1M

Campaign Tag: #CleanBeautyCollab (400 uses)

Tactics: Behind-the-scenes content Giveaways Cross-promotion

Bareminerals' audience is predominantly female, aged 18-34, with strong interest in clean beauty and natural skincare.

bareminerals

Demographics

Age: 18-34

Gender: 88% female, 12% male

Locations: USA, UK, Canada

Engagement Patterns

Peak Times: Tue 7pm, Thu 8pm

Loyalty:



Audience Overlap: 54% shared with your brand

Shared interests: Clean beauty, Sensitive skin

Community Insights:

Sentiment: positive

Pain Points: Price point, Shade range

📍 Gaps & Opportunities



Bareminerals underutilizes LinkedIn, long-form educational content, and deeper engagement with Gen Z.

content_gap

high impact

medium to implement

First Mover Advantage

Lack of long-form educational guides and ingredient deep-dives

No competitor posts about in-depth ingredient science despite high search volume

Specific Examples:

Long-form guides not being created

Ingredient myth-busting series missing

🕒 Window: 3-6 months before saturation

platform_gap

medium impact

easy to implement

First Mover Advantage

LinkedIn is completely ignored for B2B and thought leadership

No recent posts or engagement on LinkedIn

Specific Examples:

No founder stories or brand mission content on LinkedIn

🕒 Window: 6+ months

audience_gap

medium impact

medium to implement

First Mover Advantage

Gen Z segment underserved with little TikTok-native humor or meme content

Competitor TikTok content is trend-driven but lacks meme culture

Specific Examples:

No meme-based product launches

No Gen Z-focused challenges

🕒 Window: 3 months

Differentiation Opportunities



Beauty Mark Cosmetics can stand out with science-backed education, B2B thought leadership, and Gen Z humor.

Launch a recurring 'Ingredient Science' series with dermatologist input

low risk

content

Fills the educational gap and builds trust with ingredient-conscious consumers

Quick Wins

- Create first carousel post with ingredient myth-busting

- Feature dermatologist Q&A in Stories

Medium Term

- Monthly deep-dive video series

Long Term

- Build a searchable ingredient library on your website

Expected Impact: Market positioning improvement

Establish a strong LinkedIn presence for B2B and founder storytelling

low risk

platform

No competitors are active here, offering first-mover advantage for brand authority

Quick Wins

- Post founder story and brand mission

- Share behind-the-scenes R&D content

Medium Term

- Monthly thought leadership articles

Long Term

- Host LinkedIn Live Q&As with experts

Expected Impact: Attract B2B partnerships and press

Infuse Gen Z humor and meme culture into TikTok and Instagram Reels

medium risk

voice

Captures younger audience and increases shareability

Quick Wins

Test meme-based product intro
Use trending sounds with humorous twists

Medium Term

Recurring Gen Z challenge series

Long Term

Build a Gen Z ambassador program

Expected Impact: Boost engagement and follower growth

Competitor Weaknesses

Bareminerals faces criticism for limited shade range and slow customer service response.

bareminerals **product_quality**

Evidence:

Repeated complaints in comments about shade inclusivity
Requests for more diverse undertones

Audience Frustrations: Limited shade range Lack of undertones for deeper skin

Your Opportunity: Highlight Beauty Mark Cosmetics' inclusive shade range and undertone options

bareminerals **customer_service**

Evidence:

Long response times reported in Instagram comments
Unanswered DMs and support requests

Audience Frustrations: Slow replies Unresolved issues

Your Opportunity: Promote fast, responsive customer support and showcase real-time responses

⚠ Emerging Competitive Threats



New indie clean beauty brands are gaining traction on TikTok with viral, low-budget content.

new_competitor

3 months

Indie clean beauty brands leveraging TikTok micro-influencers for rapid growth

Potential Impact: Could capture 20% of Gen Z audience

Mitigation: Accelerate micro-influencer partnerships and trend-driven content

Monitor For: Watch for sudden follower spikes in new brands Track trending hashtags weekly

⚡ Immediate Action Items



Prioritize educational content, LinkedIn presence, and Gen Z engagement for rapid differentiation.

critical

Launch a weekly 'Ingredient Science' carousel on Instagram

No competitor is providing in-depth ingredient education; high search demand

Expected Outcome: Increase engagement by 20% and attract ingredient-conscious followers

Timeline: Implement within 48 hours

Resources Needed: Design, copywriting, dermatologist input

Success Metrics: Engagement rate Saves Shares

high

Post founder story and brand mission on LinkedIn

First-mover advantage for B2B and press visibility

Expected Outcome: Attract 500+ new LinkedIn followers and potential partnerships

Timeline: Implement within 72 hours

Resources Needed: Founder interview, brand story assets

Success Metrics: LinkedIn followers Post reach Inbound partnership inquiries

high

Test meme-based product launch on TikTok using trending audio

Competitors lack Gen Z humor; high share potential

Expected Outcome: Boost TikTok engagement by 30% and reach new Gen Z audience

Timeline: Implement within 7 days

Resources Needed: Creative, video production, trend research

Success Metrics: Views Shares Follower growth