

# Trend Velocity

## Trend Velocity Dashboard

Generated on Tuesday, July 8, 2025

Brand: Beauty Mark Cosmetics

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## Trend Velocity Dashboard

July 8, 2025

Mineral-based cosmetics are gaining traction, with a focus on sustainable and natural ingredients. Mass beauty sales are outpacing prestige, driven by economic uncertainty.

Confidence: 88%    Data freshness: 1 hour

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# ⚡ Real-Time Velocity Tracking



Acceleration in mineral-based cosmetics is steady, with a notable increase in engagement on TikTok and Instagram.

🕒 Updates: Every hour

## Mineral-Based Cosmetics

 ID: mineral\_cosmetics\_2025

+12.5%

24h velocity

### Velocity Metrics

**Hourly:** +5.2%

**Weekly:** +25.1%

### Acceleration

**Rate:** 8.5x

**Momentum:**



### Viral Metrics

**Viral Coef:** 1.9

**Engagement:** 2.1%

### Volume

**Posts:** 15.0K

**Density:** 2.5/1K users

**Peak Prediction:** 8/14/2025 (37 days)

**Saturation:** 8/31/2025 

## ⚠ Pre-Viral Detection



Early signals indicate a rising interest in 'recession-friendly' beauty routines.

### 🔥 Recession-Friendly Beauty

Reddit

Strong Signal

85.0

Signal Score



Influencers

Search

Viral Probability: 70%

Mainstream ETA: 5-7 days

**Action:** Create content highlighting affordable mineral-based products.

**First Movers:** @BeautyMarkCosmetics

## 🎯 Velocity-Based Actions



Leverage the growing interest in mineral-based cosmetics by creating engaging content on TikTok and Instagram.

high

Develop a series highlighting the benefits of mineral-based products.

Rising demand and engagement on social media.

TikTok

🕒 Peak hours (2-4pm EST)

**Approach:** Use short-form videos with before-and-after comparisons.

**Alternative:** Collaborate with influencers on Instagram if TikTok content is not feasible

## Trend Lifecycle Stages

Mineral-based cosmetics are in the growing stage, with indicators suggesting a peak in late summer.

### Mineral-Based Cosmetics

growing

92% confident

#### Stage Indicators:

Velocity > 10% Engagement Rate > 3%

#### Next Stage: peak

Transition: 85% in 30 days

Lifecycle: 120 days typical

Revival Chance: 25%

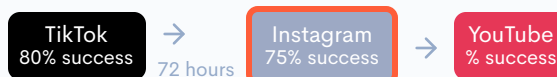
Regions: US-West, UK

Next: US-East, Canada

## Multi-Platform Migration

Trends are migrating from TikTok to Instagram and then YouTube, with a time lag of 72 hours.

### Mineral-Based Cosmetics



**Spillover Effect: 2.1x growth (+110% views on original platform)**

 Long-form content

## Market Saturation & Competition



Mineral-based cosmetics are moderately saturated, with room for differentiation through quality content.

### Mineral-Based Cosmetics

60% Saturated

60%

#### Competition Density

50 posts/hour

1.2 creators/1K

Quality floor: 2.5%

#### Runway Remaining

60 days to 100%

Exit by: 30 days

Differentiation: medium

#### Competition Heat Map

Peak 2-4pm EST

Low 5-7am EST

**Best:** Sunday mornings

## Powerful Combinations



Combining mineral-based cosmetics with sustainable living trends amplifies engagement.

### Mineral-Based Cosmetics + Sustainable Living

145% Performance

#### Examples:

- Highlight eco-friendly packaging
- Showcase natural ingredients

During Earth Month

Mineral-based cosmetics are evolving with a focus on personalized skincare routines.

Mineral-Based Cosmetics

Increased focus on individual skin types

Personalized Mineral Skincare (85% of original)