The Shopfluence Creator Index

UK SKINCARE / AUGUST 2026

Which UK skincare brands are working hardest with creators, and which ones are earning the attention rather than asking for it. The top 50 ranked, and five key insights worth taking into a planning meeting.

WHAT THE INDEX MEASURES

THE KEY INSIGHTS

THE TOP TEN

THE ACTIVITY GAP

THE CLINICAL BRANDS

SPONSORED REACH, AND EARNED REACH

THE FULL INDEX

READING YOUR OWN POSITION

METHODOLOGY

YOUR OWN BRAND, IN DETAIL

Who is active, who is earning it, and what the rest of us can learn.

We built this index because nobody else publishes it. Every month we look at how UK brands in one sector appear in creator content on Instagram, and split it in two: mentions where the creator has flagged a commercial relationship with the brand, and mentions where they have not. The ranking runs on the first. The relationship between the two is where the useful part sits.

Sponsored mentions

The creator has flagged a commercial relationship with the brand. That can be a paid partnership, an affiliate arrangement or product gifted under an agreement, which the platform does not separate. What it always means is that brand and creator were working together on purpose.

Organic mentions sit beside it

Mentions with no commercial flag. Not part of the rank, but shown for every brand, because thirty sponsored mentions alongside a hundred organic ones is a very different position to thirty alongside none.

United Kingdom, skincare

UK based creators, and skincare only. Brands that also sell haircare or colour appear on their skincare activity alone, which is why some sit lower than their overall profile would suggest.

One month, one sector

August 2026. Each edition takes a different sector. From the September data onwards the index runs on a wider scan base, so month on month movement figures begin with the October edition.

This is a measure of activity, not of budget. A brand can be loved by consumers and absent from the table. A brand can be quiet with consumers and near the top of it. Both are worth knowing, and neither shows up in a follower count.

Five key insights at a glance

01

Activity beats brand equity.

Korean challenger brands average 23.6 sponsored mentions a month. Established Western brands average 13.2. Anua alone ran more creator activity than Nivea, Neutrogena and The Ordinary combined.

02

Nearly half this category's attention is unpaid.

46% of all UK skincare mentions carry no commercial flag. Almost no brand counts its own share of that, and it is the part that keeps working between campaigns.

03

Spending more does not create more attention.

No7 ran four times Rhode's sponsored volume in August and earned a tenth of Rhode's organic mentions.

04

The competitive set is smaller than you assume.

Only 58 skincare brands ran any sponsored creator activity in the UK in August. Knowing every one of them is realistic.

05

The least active brands are talked about most.

Twelve clinical and professional brands take 6% of the sponsored activity in the index and run at 74% organic, because their creators are practitioners posting their own client results.

Built from 250,000 UK Instagram accounts, scanned three times a month.

Ten brands, and no shared strategy.

01	**Tropic** UK brand selling through an ambassador network. The most active brand in the index.	199 SPON.	70 ORG.	26% SHARE
02	**Garnier** Mass market scale, spread across a broad skincare range.	119 SPON.	59 ORG.	33% SHARE
03	**No7** Third on volume, and the most programme dependent brand in the top ten at 9.5% organic.	105 SPON.	11 ORG.	10% SHARE
04	**CeraVe** Dermatologist positioning delivered largely through sponsored creator content.	101 SPON.	54 ORG.	35% SHARE
05	**Kiehl's** Heritage brand holding a quarter of its presence organically.	66 SPON.	23 ORG.	26% SHARE
06	**Simple** High volume, thin earned base at 11.1%.	56 SPON.	7 ORG.	11% SHARE
07	**Vaseline** Broad reach programme, 21.1% organic.	45 SPON.	12 ORG.	21% SHARE
08	**Medicube** Korean brand, and the strongest earned position in the top ten at 68.4%.	37 SPON.	80 ORG.	68% SHARE
09	**COSRX** Korean brand, and the most balanced paid and earned split in the top ten.	36 SPON.	21 ORG.	37% SHARE
10	**Liz Earle** British heritage skincare, 10.3% organic.	35 SPON.	4 ORG.	10% SHARE

The brands you cannot name are nearly twice as active as the ones you can.

The eleven Korean skincare brands in this sector averaged 23.6 sponsored mentions each in the UK in August. Established Western brands averaged 13.2. Anua, Beauty of Joseon and MEDIHEAL each ran more creator activity in the month than La Roche-Posay, Clarins or Nivea.

Nothing about being a household name in UK skincare translates into presence in creator content. There is no gatekeeper, no shelf to win and no media buy to outbid. The brands taking this ground are showing up more often, and that is a difference in operating cadence rather than budget.

CHALLENGER BRANDS		ESTABLISHED BRANDS	
Medicube	37	La Roche-Posay	21
COSRX	36	Olay	18
Anua	33	Clarins	17
Beauty of Joseon	30	Dermalogica	16
MEDIHEAL	28	Nivea	13
Haruharu Wonder	26	Neutrogena	8
ABIB	21	The Ordinary	8

Sponsored mentions, August 2026. The 13.2 average covers the seventeen established Western brands in the index. Seven are shown here.

Nothing about being a household name in UK skincare buys you presence in creator content. The brands taking that ground are not outspending you. They are showing up more often.

The brands paying least are the ones being talked about most.

Professional and clinic led skincare behaves nothing like the rest of the sector. Twelve brands account for 6% of the sponsored activity in the index, yet 74% of their own mentions carry no commercial flag at all. Environ recorded eighteen mentions in August and sponsored none of them.

ORGANIC SHARE, CLINICAL AND PROFESSIONAL BRANDS

Environ (18)	100%	Dermalux (19)	74%
Zo Skin Health (26)	96%	Dermalogica (52)	69%
Hydrafacial (51)	92%	Circadia (36)	64%
Medik8 (33)	82%	iS Clinical (14)	43%
SkinCeuticals (16)	81%	111Skin (8)	38%
Obagi (38)	76%	Simon Ourian MD (20)	25%

The reason is structural. Their creators are practitioners posting their own client results, and a facialist showing a result is not a paid partnership. It is the most credible content in the sector and it costs the brand nothing, which is also why almost none of them have worked out how to increase it.

Every consumer brand in this index is trying to buy what these twelve get for free.

Two brands can be equally active and own very different amounts.

Volume tells you how active a brand is. The ratio of organic mentions to sponsored ones tells you what that activity built. Both columns are limited to brands with at least eight sponsored mentions, so nothing here is a rounding artefact.

LOWEST ORGANIC SHARE	
Nu Skin	0.0%
No7	9.5%
Liz Earle	10.3%
Simple	11.1%
Yepoda	20.0%
Vaseline	21.1%
Palmer's	21.4%
Olay	25.0%
Simon Ourian MD	25.0%
Kiehl's	25.8%

ORGANIC MENTIONS PER SPONSORED ONE	
Rhode	4.4x
Tatcha	3.4x
Obagi	3.2x
The Ordinary	2.8x
Dermalogica	2.2x
Medicube	2.2x
Erborian	1.8x
Circadia	1.8x
Templespa	1.4x
Clarins	1.3x

Rhode earns more than four organic mentions for every sponsored one. Nu Skin earns none at all. Same platform, same month, same country.

Ranked on sponsored mentions, August 2026.

#	BRAND	SPON.	TOTAL	ORG %
01	Tropic	199	269	26%
02	Garnier	119	178	33%
03	No7	105	116	10%
04	CeraVe	101	155	35%
05	Kiehl's	66	89	26%
06	Simple	56	63	11%
07	Vaseline	45	57	21%
08	Medicube	37	117	68%
09	COSRX	36	57	37%
10	Liz Earle	35	39	10%
11	Anua	33	75	56%
12	Beauty of Joseon	30	64	53%
13	MEDIHEAL	28	40	30%
14	Haruharu Wonder	26	43	40%
15	Rhode	25	136	82%
16	ELEMIS	24	46	48%
17	La Roche-Posay	21	42	50%
18	ABIB	21	33	36%
19	The Inkey List	19	33	42%
20	Templespa	18	43	58%
21	Biodance	18	34	47%
22	Olay	18	24	25%
23	Clarins	17	39	56%
24	Dermalogica	16	52	69%
25	Nu Skin	16	16	0%

#	BRAND	SPON.	TOTAL	ORG %
26	Embryolisse	15	31	52%
27	Skin1004	15	28	46%
28	Aveeno	15	21	29%
29	Simon Ourian MD	15	20	25%
30	Caudalie	14	27	48%
31	Neal's Yard Remedies	14	24	42%
32	Drunk Elephant	14	22	36%
33	Circadia	13	36	64%
34	Nivea	13	29	55%
35	Weleda	13	23	44%
36	Yepoda	12	15	20%
37	Palmer's	11	14	21%
38	Tatcha	10	44	77%
39	Erborian	10	28	64%
40	L'Occitane	10	20	50%
41	Obagi	9	38	76%
42	The Ordinary	8	30	73%
43	iS Clinical	8	14	43%
44	Neutrogena	8	13	38%
45	BYOMA	7	20	65%
46	Medik8	6	33	82%
47	Dermalux	5	19	74%
48	Summer Fridays	5	14	64%
49	Glow Recipe	5	10	50%
50	111Skin	5	8	38%

Your rank is the least useful number on your own row.

Read your segment, not the table

Twenty third of fifty means nothing. Fourth of the eleven Korean brands, or the only clinical brand paying for reach its peers get for nothing, is a sentence worth taking into a meeting.

What is your organic share?

The sector runs at 46%. Under 25% and your presence only exists while a campaign is running. Above 60% and you have an audience talking about you unprompted, which is an asset most brands never count.

Who posted without being asked?

Your team knows the paid roster to the person. Almost nobody has the list of creators who posted anyway. That list is where ambassador programmes come from, and for a brand above 60% organic it can run to dozens of names.

Where does August go next?

This is the baseline edition. Every brand here gets a movement figure once the September and October editions land, and rising and falling both get noticed. It is worth knowing which one you will be before that table is published.

Behind every row of this index sits the detail: each mention, the creator who made it, when it went out, how it performed, and whether it carried a discount code. The table is the summary. The detail is where the decisions are.

METHODOLOGY

How the index is built.

Source

Public Instagram posts from 250,000 UK based accounts, scanned three times a month and attributed to a brand through tagging, mention and caption analysis. Stories are captured before they expire at 24 hours. The scan base expands to one million accounts from the September data, which is why this edition publishes as a baseline rather than carrying month on month movement.

Classification

A mention is counted as sponsored where the creator has flagged a commercial relationship. That covers paid partnerships, affiliate arrangements and gifting under an agreement, which the platform does not separate. Everything else is counted as organic.

Period and scope

1 to 31 August 2026, UK creators, skincare brands only. Fifty eight brands recorded sponsored activity in the month. The table publishes the top fifty.

Brand entities

Where a brand runs several handles, activity is combined and attributed to the primary brand. Brands level on sponsored mentions are separated by total mentions.

What it is not

Not a measure of budget, reach, sales or sentiment, and not a ranking of how much anyone spent. It counts mentions. Ten creators posting often will rank below forty creators posting once.

Corrections

If your brand is missing, mis-attributed or split across handles, tell us before the next edition closes and we will fix it in the next table.

Sector definitions are ours, not an industry standard. Skincare here excludes haircare, colour cosmetics and fragrance, each of which gets its own edition.

We will send you your brand's own cut of this data. No charge.

Email us your brand name and we will send back a short document covering only you: every creator who mentioned you in August with their handle and the date, your sponsored and organic split against the sector average, and your position within your own segment rather than the table as a whole.

Most brands find the organic list is the interesting part, because it is the one thing their own reporting cannot produce. It is also, in our experience, where an ambassador programme starts. ELEMIS built Skinsiders, now 320 creators across five tiers, by watching who kept posting after the gifting stopped.

The competitor view we do not put in writing. Which creators post for you and for a rival, and which post for your competitors and never for you, we will happily walk through on a call.

Send us your brand name and we will do the rest. Thirty minutes if you would rather see the whole picture at once.

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Shopfluence tracks creator activity across UK ecommerce, and builds and runs the gifting and ambassador programmes behind it.

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