The Z-List

Radar report week 43

20 to 26 October 2026. US TikTok Shop, 3 shops tracked.

26,015	+24%	2	2
units sold across your shops	vs last week (20,944)	new products launched	sold out or removed

This week's Z-List

The 10 best-selling products across every shop you track, ranked by units sold this week. Arrows show the move from last week's position.

1	=	**Overnight lip mask, berry** Glow Theory Beauty		4,218 +41% vs last week
2	NEW	**Peptide glaze serum** Glow Theory Beauty		2,963 first week
3	▼1	**Vitamin C brightening drops** Lumen Skin Co.		2,615 +5% vs last week
4	=	**Soft-matte lip tint** Velvet Hour Cosmetics		2,390 +17% vs last week
5	▼2	**Snail mucin essence** Lumen Skin Co.		1,904 −12% vs last week
6	▲7	**Cloud blush stick, duo** Glow Theory Beauty		1,540 +100% vs last week
7	▼2	**SPF 50 daily fluid** Lumen Skin Co.		1,312 +4% vs last week
8	▼1	**Under-eye patches, 30 pairs** Lumen Skin Co.		1,188 +8% vs last week
9	NEW	**Cream bronzer stick** Velvet Hour Cosmetics		1,105 first week
10	▼4	**Retinal night serum** Lumen Skin Co.		1,096 −7% vs last week

The Brief

The week's most important facts, written in plain English from the numbers in this report. Facts and context only: the decisions are yours.

1. Your 3 shops sold 26,015 units this week, +24% on last week's 20,944.
   Based on: Units sold, all tracked products, weeks 42 and 43

2. Peptide glaze serum sold 2,963 units in its first week, the strongest launch at Glow Theory Beauty in the last 8 weeks. The shop's other launches in that period sold 1,480, 860 in their first weeks.
   Based on: First-week units, Glow Theory launches, weeks 36 to 43

3. Overnight lip mask sales rose +41% (2,992 to 4,218) in the week its price dropped from $14.99 to $12.99 on Monday.
   Based on: Units sold and listed price, weeks 42 and 43

4. Cloud blush stick sold out on Thursday after selling 1,540 units, double last week's 770. It had been out of stock for at least 3 days when this report was compiled.
   Based on: Stock status and units sold, week 43

5. Snail mucin essence sold 12% fewer units (2,160 to 1,904) in the week its price rose from $15.50 to $17.50. Its sales had already fallen in each of the previous 6 weeks.
   Based on: Units sold and listed price, weeks 36 to 43

6. 4 of this week's top 5 products are priced between $11 and $22.
   Based on: Listed prices, top 5 products by units, week 43

Movers

Biggest rise
Overnight lip mask, berry
Glow Theory Beauty
+1,226 units (+41%)

Biggest fall
Brow lamination kit
Glow Theory Beauty
−375 units (−38%)

Best launch
Peptide glaze serum
Glow Theory Beauty
2,963 units in its first week

Sold out
Cloud blush stick, duo
Glow Theory Beauty
Out of stock since Thursday 23 October

Price changes this week

Product	Changed	Was	Now	Units vs last week
Overnight lip mask, berry Glow Theory Beauty	Mon 20 Oct	$14.99	**$12.99**	**+41%**
Snail mucin essence Lumen Skin Co.	Tue 21 Oct	$15.50	**$17.50**	**−12%**
Lash serum Velvet Hour Cosmetics	Fri 24 Oct	$29.00	**$26.00**	**−2%**

Glow Theory Beauty

Skincare and lip care. 7 products selling this week.

11,370
units this week
+65%

Units sold per week, last 8 weeks



#	Product	Price	Units this week	vs last week	8-week trend
1	Overnight lip mask, berry	$12.99 ~~was $14.99~~	4,218	+41%	
2	Peptide glaze serum New	$24.00	2,963	New	
3	Cloud blush stick, duo Sold out	$18.50	1,540	+100%	
4	Barrier repair cream	$19.99	880	−3%	
5	Hydrating toner mist	$16.00	702	−11%	
6	Brow lamination kit	$21.00	612	−38%	
7	Lip liner trio	$14.00	455	+3%	

Where this week's units came from



Overnight lip mask, berry **37%** · Peptide glaze serum **26%** · Cloud blush stick, duo **14%** · Barrier repair cream **8%**
Hydrating toner mist **6%** · Brow lamination kit **5%** · Lip liner trio **4%**

Worth knowing

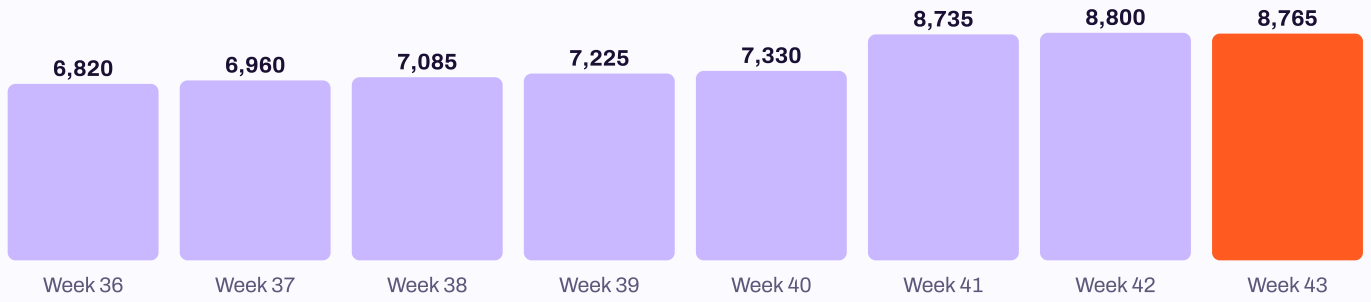
- Units rose 65% on last week, to 11,370: the shop's highest week in the last 8.
- Brow lamination kit fell for the 7th week running, to 612 units.

Lumen Skin Co.

Skincare. 6 products selling this week.

8,765
units this week
0%

Units sold per week, last 8 weeks



#	Product	Price	Units this week	vs last week	8-week trend
1	Vitamin C brightening drops	$22.00	2,615	+5%	
2	Snail mucin essence	$17.50 ~~was $15.50~~	1,904	−12%	
3	SPF 50 daily fluid	$19.00	1,312	+4%	
4	Under-eye patches, 30 pairs	$15.00	1,188	+8%	
5	Retinal night serum	$29.00	1,096	−7%	
6	Gel cleanser Low stock	$13.00	650	+4%	

Where this week's units came from



Vitamin C brightening drops **30%** · Snail mucin essence **22%** · SPF 50 daily fluid **15%** · Under-eye patches, 30 pairs **14%** · Retinal night serum **13%** · Gel cleanser **7%**

Worth knowing

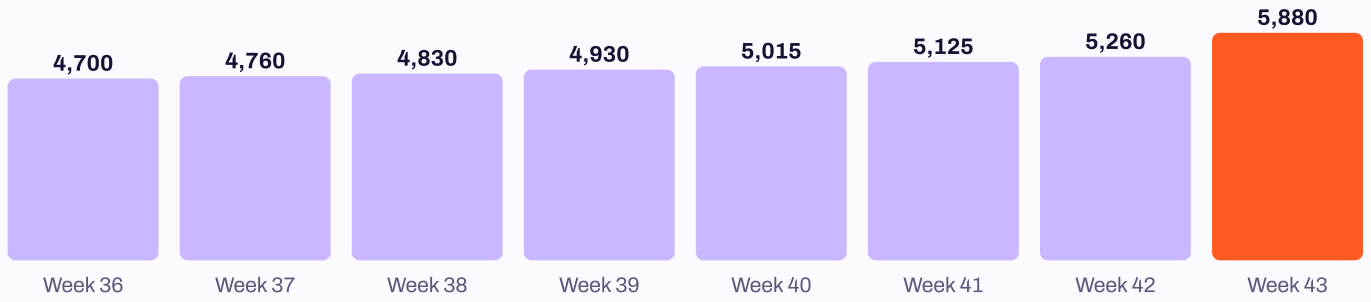
- Vitamin C brightening drops have grown every week for 8 weeks, from 1,890 to 2,615 units.
- Gel cleanser is showing low stock on its listing.

Velvet Hour Cosmetics

Makeup. 5 products selling this week.

5,880
units this week
+12%

Units sold per week, last 8 weeks



#	Product	Price	Units this week	vs last week	8-week trend
1	Soft-matte lip tint	$11.00	2,390	+17%	
2	Cream bronzer stick New	$17.00	1,105	New	
3	Setting spray, 100 ml	$16.00	1,031	–3%	
4	Lash serum	$26.00 ~~was $29.00~~	742	–2%	
5	Brow gel, clear	$9.00	612	+2%	
6	Highlighter balm Removed	$15.00	0	Removed	

Where this week's units came from



Soft-matte lip tint **41%** · Cream bronzer stick **19%** · Setting spray, 100 ml **18%** · Lash serum **13%** · Brow gel, clear **10%**

Worth knowing

- Cream bronzer stick launched with 1,105 units in its first week.
- Lash serum's price dropped from $29.00 to $26.00 on Friday, so only 3 days of the week reflect the new price.
- Highlighter balm was removed from the shop this week. It sold 790 units the week before.

Your shops at a glance

Shop	Units this week	vs last week	Top product	Products selling
Glow Theory Beauty	**11,370**	**+65%**	Overnight lip mask, berry	7
Lumen Skin Co.	**8,765**	**0%**	Vitamin C brightening drops	6
Velvet Hour Cosmetics	**5,880**	**+12%**	Soft-matte lip tint	5

How to read this report

Units sold

TikTok Shop shows a running units-sold count on every product. We record it at the same time each week, and the difference between two weeks is that week's units sold.

This week's Z-List

Every product across the shops you track, ranked by units sold this week. ▲ and ▼ show how many places a product moved since last week. NEW means it launched this week.

The Brief

Written by AI from the numbers in this report. Every fact names the data it is based on, so you can check it against the tables. It describes what happened; it never tells you what to do.

Prices and stock

The listed price and stock status on the day we check. Price changes show the first day we saw the new price.

Limits worth knowing

- Units sold are TikTok's public counts. They can include orders that are later cancelled or refunded.
- When TikTok rounds a large count (for example 1.3K), we use the exact figure where it is available and flag estimates where it isn't.
- A price change part-way through a week affects only some of that week's sales.
- Sales moving at the same time as a price change doesn't show the price change caused it.

Facts, not advice. This report describes public data about the shops you chose to track. It isn't financial or business advice, and The Z-List isn't affiliated with TikTok or ByteDance.