

The most searched Halloween makeup trends on Google.

What kind of Halloween makeup will make the biggest impression this year? Below are the most searched keywords for Halloween makeup, compiled by Google Trends.

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Halloween is a time when people freely dress up as their favorite movie characters or any horror-themed outfit. But many costumes lose their meaning without the right makeup. **For the spooky Halloween 2025 season, Google Trends has compiled a list of the most searched-for makeup styles.**



One of the most iconic makeup styles in the music industry comes from the rock band KISS. Despite their struggles with creating the black and white look, the band is now famous for their signature makeup. As a result, KISS topped Google Trends' list of most searched Halloween makeup styles.



Wednesday Addams, from the supernatural mystery comedy television series *Wednesday*, is one of the most beloved characters. Her makeup style is perhaps the easiest to replicate compared to others, such as Poison Ivy, Batman's nemesis, or Sally, the character played by Dr. Finkelstein and Jack Skellington, in *The Nightmare Before Christmas*.

Some Halloween enthusiasts prefer more spooky makeup styles. Annabelle, the haunted doll from *The Conjuring* series, is a popular search term for Halloween makeup this year. The film is based on a Raggedy Ann doll given to a nurse in 1970; the doll is believed to be possessed by a 7-year-old girl named Annabelle Higgins.

Besides the terrifying dolls, there's also Jigsaw in the *Saw* film series. Although Jigsaw is the nickname of John Kramer, the gruesome killer who creates deadly "games" for his victims, he is often confused with Billy the Puppet – a character who serves as a terrifying communication device that Jigsaw uses to relay instructions.

Jigsaw puppets are an icon of the *Saw* film series, so when you search for "Jigsaw makeup," you'll find tutorials on how to do the makeup to look like Billy.

Top most searched keywords related to Halloween makeup 2025

The full list is as follows:

1. KISH
2. Labubu
3. Alien
4. White
5. Bride of Frankenstein
6. Poison Ivy
7. Annabelle
8. Sally
9. Jigsaw
10. Sad Clown
11. dealer
12. Fans

13. Mermaid
14. Frankenstein
15. bay

Popular culture dominates much of the rankings compiled by Google Trends. However, not everyone was searching for movie or music-inspired Halloween makeup this year; some were also looking for animal-themed makeup. And the Labubu doll – one of the most trending items of 2025 – also made the list.

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