

How Beauty and Personal Care Brands Can Win With the U.S. Hispanic Community

As one of the fastest-growing segments in the U.S. with a projected **\$2.4 trillion in buying power by 2024**, Hispanics across all segment subgroups represent a significant market opportunity for beauty brands looking to attract new loyalists from underserved markets.

66% of Hispanics are taught at an early age that maintaining their appearance is important

For US Hispanics, beauty is about the passing down and pushing against of traditions, rituals and expressions from grandmother to mother to daughters and sons.

- **Latina Beauty Trends Go Mainstream:** Latinas spend **19% more on beauty products** than the total U.S. consumer **and over-index in the use of blush, mascara, face powder, lipstick/lip gloss, foundation and bronzer by more than 20%**, compared to White Non-Hispanic female counterparts.
- **Latinas Consider Authenticity Supernatural Beauty:** **Latinas strive for authenticity vs. perfection.** Brands who approach this audience in celebration of Latinas embracing their authentic selves across all shades and sizes have won in dividends.
- **Afro-Latinas Share How Black is Beautiful:** With a lack of representation and beauty products to meet the need of this audience, **many Afro-Latina entrepreneurs and creators have curated their own communities** to increase diversity in this industry.
- **Latinos and Latines Show Beauty Defies Gender:** **Latino men are considered “ultra groomers”**, increasingly investing in their appearance and outspending non-Hispanic counterparts in many personal care categories including moisturizers, hair and nail care.
- **Older Latinas Embrace that Beauty Has No Expiration Date:** The 50+ Latino segment represents a significant opportunity for BPC brands given they **spend an average of \$46 per month on these products compared to a significantly lower \$25 for the general population**, adding clean, anti-aging and dermatologist-recommended tools to their already robust beauty arsenal.

USH FAST FACTS

62.1M

Hispanics currently living in the U.S.

84M

population growth expected by 2030

1 in 4

of all Gen Z are Hispanic

USH SHOPPING HABITS

67% of Hispanics prefer in-store experiences

34% of Hispanic shoppers intend to spend more online

79% of Hispanics have at least one shopper loyalty card

40% enjoy browsing aisles and trying new items recommended by family and friends

USH CONSUMERS ARE LOOKING FOR BRANDS TO:

Increase representation across all segments:

There is power in authentically contracting Hispanic talent in campaigns to showcase the various segments of this cohort. They also want to see content that gives back to their community whether it is boosting self-esteem and mental health.

Get rid of stereotypes and increase USH voices:

U.S. Hispanics are not a monolith and consumers want to see true diversity displayed. They want to see their language and sub cohorts displayed authentically while developing a platform for self-expression.

Celebrate their culture:

U.S. Hispanics want brands to authentically showcase and celebrate their culture across generations. For beauty specifically, they want brands to celebrate Latina femininity and fierceness.

Ways To Win



Brands need to authentically tailor their approach to meet the needs of diverse consumers, including the U.S. Hispanic population, who are looking to buy products from companies who are championing all of them, regardless of skin color, hair type, age, gender or body size.

1

There is power in partnering with U.S. Hispanic talent to raise brand awareness. This audience is hungry for more representation and shops based on word-of-mouth recommendations from trusted sources.

2

The U.S. Hispanic audience is not a monolith. Brands need to acknowledge the unique experiences of this community and its cohorts, including Afro Latines and Indigenous Latines.

3

Male consumers should not be ignored. This cohort are ultra groomers and care deeply about beauty and personal care overall with more frequency than non-Hispanics.

4

USH Gen Z consumers are looking for brands that walk the walk for their community. They want to purchase products that authentically take stances supporting health, educations and jobs.



BODEN's Hispanic+™ offering ensures brands are tapping the influence of Hispanic culture to transcend the multicultural mainstream. Our commitment to amplifying diverse voices across earned and social media, embracing diversity, and helping brands activate results-driven campaigns is unparalleled.



Questions? Reach out!

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