

HISPANIC BEAUTY CONSUMER - US - 2023

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Hispanic consumers are highly engaged in at-home beauty and personal care treatments and resort to going to a salon when they lack the skills to get good results. Overall, at-home BPC brands attract consumers because of their price point, but specific segments are motivated by different variables, including ease of use, brand familiarity, natural ingredients, and scent.

There's room to address Hispanic consumers' unmet needs, particularly as there's a desire to gain more knowledge and purchase tools that are conducive to salon-grade results.



Stefanie Kundakjian, Research Analyst

31 AUGUST 2023

REPORT

This Report looks at the following areas:

- At-Home and salon BPC treatments
- Motivators for at-home and salon BPC treatments
- Factors considered when purchasing BPC products
- Attitudes towards at-home BPC

OVERVIEW

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Overview

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What you need to know

Hispanic consumers indicate high reliance on at-home BPC treatments, sustained by their confidence in carrying out treatments on their own. There's a penchant for tools and techniques that will help them achieve salon-grade results at home, and brands and retailers have room to expand offerings and marketing materials to meet these demands. At-home BPC treatments are sustained by Hispanic consumer's desire to save money, especially during these financially unstable times, but value is relative and consumers are driven by ease of use, brand familiarity, natural ingredients, and scent. On the other hand, salon primarily compete in hair cutting offerings not only through their ability to offer a grade of service that consumers cannot achieve at home, but by its connections to mental wellness.

This Report looks at the following areas

- At-Home and salon BPC treatments
- Motivators for at-home and salon BPC treatments
- Factors considered when purchasing BPC products
- Attitudes towards at-home BPC

Definition

For the purposes of this Report, Mintel has used the following definitions:

Similar to the US Census, Mintel defines Hispanic consumers as those who report being of Hispanic or Latino origin or descent, such as Latin American, Mexican, Puerto Rican or Cuban.

"Hispanic" entails anyone who has origins from a Spanish-speaking country, and "Latino" denotes individuals who have origins in a Latin American country, regardless of whether it is a Spanish-speaking country. This Report covers both Hispanic and Latino consumers, and the term is used interchangeably throughout to reflect the diversity of this demographic.

Market context

Consumer markets have faced an unprecedented level of turmoil in recent years, from the massive economic disruption in 2020 from COVID to 40-year highs across prices in 2022. Despite that, 2023 has seen the US continuing to make significant economic improvements across a key number of areas. Real GDP (the inflation-adjusted measure of GDP) grew for the fourth consecutive quarter, sitting at an annualized rate of 2.4% as of Q2 2023. While prices slightly increased in July, the consumer price index is still at its lowest level in over two years. The labor market has also continued to sit at historically low levels, with the unemployment rate standing at 3.5% as of July.

Over a year from when the Federal Reserve began raising interest rates, the US has continued to defy the odds despite predictions that the country was headed towards a recession. Headline inflation sits close to the central bank's target rate of 2%, while unemployment remains near historic lows along with positive economic growth – bringing the US closer to the ideal soft landing.

Consumer research for this Report was fielded in May 2023 and the Report was written in August-September 2023.

Executive Summary

"Hispanic consumers are highly engaged in at-home beauty and personal care treatments and resort to going to a salon when they lack the skills to get good results. Overall, at-home BPC brands attract consumers because of their price point, but specific segments are motivated by different variables, including ease of use, brand familiarity, natural ingredients, and scent. There's room to address Hispanic consumers' unmet needs, particularly as there's a desire to gain more knowledge and purchase tools that are conducive to salon-grade results."

Stefanie Kundakjian, Multicultural Consumer Insights Analyst, Hispanic Focus

Top Takeaways

- **At-home BPC treatments are more popular than in-salon treatments.** With the exception of haircuts, Hispanic consumers are primarily relying on at-home BPC products for their regimes. While cost is a driving factor motivating DIY BPC treatments, consumers are also driven by convenience and enjoyment. Relaxation and stress relief is an important element to expand upon at the current time.
- **Professional BPC treatments compete through their know-how, but also their contributions to mental wellness.** Salons can meet the demand for out-of-home relaxation by offering wellness services, such as scalp massages or soothing tea options. Moreover, there's an opportunity for innovative cross-category collaborations, such as with food and drink categories, to craft distinctive, relaxing, and uplifting experiences for customers.
- **Important considerations at the point of purchase are ease of use, brand familiarity, natural ingredients and scent.** There is ample room to cater to these motivations, that can help brands differentiate themselves amidst a crowded market. Consumers show interest in improving BPC routines through tools and educational material, creating opportunities to gain consumer's attention through the promise of salon-grade results.

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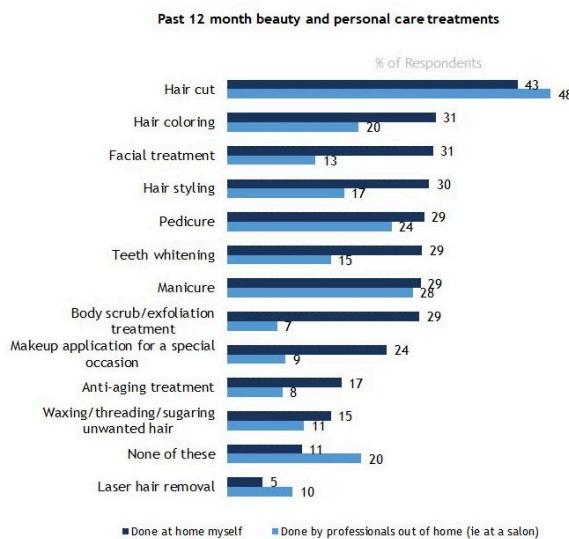
Consumer trends

At-home BPC brands possess a distinct advantage over salons

Hispanic consumers prioritize their appearance, but often struggle to find suitable products, thus resorting to DIY methods. Conversely, they value in-salon treatments like haircuts and manicures for self-care benefits for superior results. To cater to their desire for cost-effective beauty solutions, BPC brands have an opportunity to empower them through knowledge and quality tools as Hispanic consumers express interest in refining at-home beauty skills.

Figure 1: Beauty services performed at home and professionally, 2023

“Which of the following beauty and personal care treatments have you done in the past 12 months?”



Base: 1,000 Hispanic internet users aged 18+

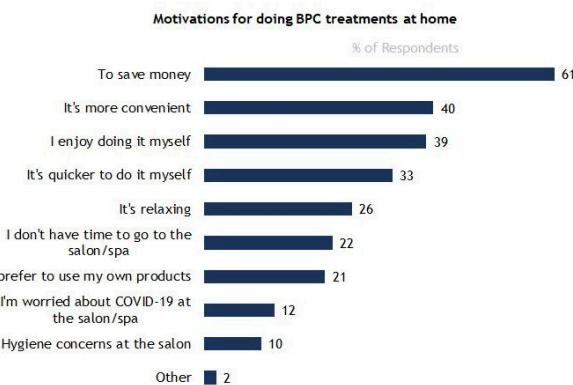
Source: Kantar Profiles/Mintel, May 2023

Linking stress relief and mental wellbeing to BPC products will capture attention

Hispanic consumers favor at-home BPC treatments due to cost-saving amid inflation, with the added factors of convenience and enjoyment. Brands can emphasize wellness, capitalizing on the 39% who enjoy doing at-home treatments. Addressing mental wellness is vital as 56% of Hispanic consumers experience stress (versus 44% non-Hispanic consumers) and 44% face anxiety (versus 38% non-Hispanic consumers), according to the [Managing Stress and Mental Wellbeing – US, 2023 Report](#).

Figure 2: At-home beauty and personal care treatment motivations, 2023

“Which of the following beauty and personal care treatments have you done in the past 12 months?”



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Base: 470 Hispanic internet users aged 18+ who performed at-home beauty or grooming activities

Source: Kantar Profiles/Mintel, May 2023

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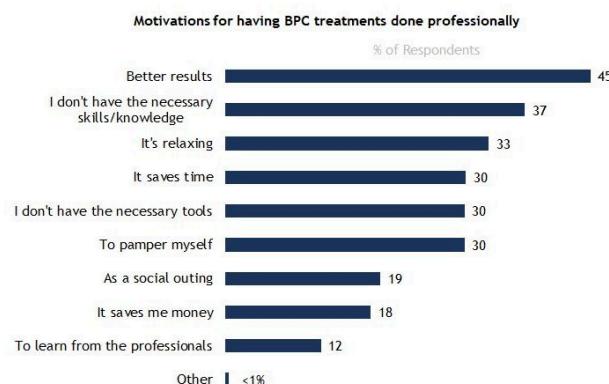
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A desire to prolong results from salon visits opens the door for salon-grade products

Consumers continue to aim for a streamlined beauty routine, focusing on natural features and embracing their natural look (72% according to *Hispanics and Symbols of Identity – US, 2023 Report*). This shift suggests less emphasis on perfection and more on natural looks. This may be driving consumers to seek products and tools that prolong salon visits and may be receptive to services that improve over time, like haircuts that maintain shape as hair grows or nail colors for touch-ups between salon visits. This opens the door for BPC brands to highlight salon-grade products and offer educational resources.

Figure 3: Professional beauty and personal care treatment motivations, 2023

"Why do you get some beauty/grooming treatments done by a professional out of home (eg salon, spa) rather than doing them at home yourself? Please select all that apply."



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Base: 471 Hispanic internet users aged 18+ who have sought professional services for at least some beauty and personal care treatments

Source: Kantar Profiles/Mintel, May 2023

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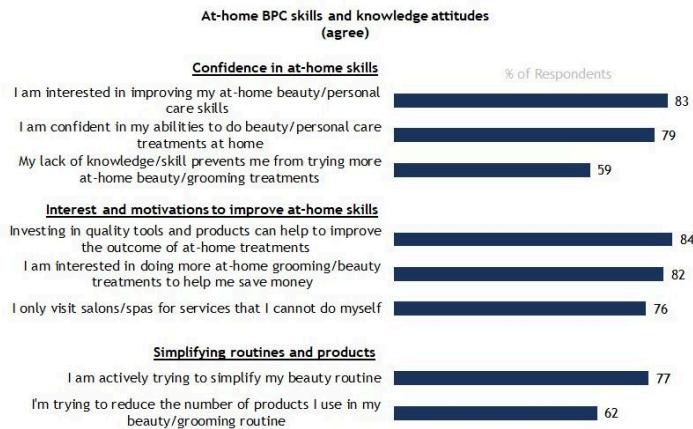
Opportunities

There's room to expand consumer's confidence in their at-home BPC routines

There's a real penchant to improve at home skills, as 83% are interested in improving their skills – notably, this speaks to more than just saving money and highlights that there are unmet needs of Hispanic consumers. Indeed, they express challenges in finding beauty products that meet their needs, per the [Diversity and Inclusivity in Beauty - US, 2023](#) Report. A high percentage of consumers (79%) express confidence in performing beauty and personal care treatments at-home, demanding that brands and retailers build upon this demographics' knowledge. To resonate with this consumer base, brands should ensure to not talk down to consumer's abilities and knowledge of what works for them, but rather work with diverse Hispanic consumers that showcase their routines and how they use your products to achieve better results. It will be important to showcase how a product works for diverse individuals and will meet Hispanic consumers' unmet needs.

Figure 4: At-home BPC skills and knowledge attitudes (agree), 2023

Do you agree or disagree with the following statements about at-home beauty and personal care?



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Base: 982 Hispanic internet users aged 18+ who use beauty and personal care products

Source: Kantar Profiles/Mintel, May 2023

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Foster brand familiarity with Hispanic consumers by speaking directly to this tapping into nostalgia

Tapping into the sentimental connection a brand has cultivated over the course of consumers' life stages can be impactful and speak to various generations. One way to achieve this is by embracing how a brand has journeyed alongside consumers, or consumers' parents or loved ones, through various life milestones, particularly within the context of Hispanic consumers' life trajectories – such as multilingual or immigrant parents that began using the same product when they were younger or in another country and continued to use them in the US or celebrating first-generation achievements (like first job or attaining higher education) and showcasing how a product or retailer has been a part of these achievements. This strategy serves to spotlight both nostalgia and enduring reliability. Additionally, consumers place their trust in products that safeguard their well-being, amidst an era marked by recalls of items like talcum powder or sunscreen.

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Hispanic Consumers by the Numbers

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Mintel defines Hispanic consumers as those who report being of Hispanic or Latino origin or descent, such as South American, Mexican, Puerto Rican, or Cuban. Under this definition, which is similar to the US Census approach, there are 63.5 million Latinos/Hispanics in the US representing 19% of the total US population. Marketing to Latinos requires a deep understanding of the culture, language, and values that are important to individuals making up this diverse group.

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Hispanic are a vastly diverse demographic

The US Census classifies Hispanic and Latino as an ethnic category, thus this demographic can be of any race. According to a 2020 survey by the Pew Research Center, six million Hispanic consumers identify as Afro-Latino making up about 2% of the US adult population and 12% of all Latino adults. Hispanic and Latino consumers are an incredibly diverse population and marketing to this demographic can reach across all races. Moreover, catering to this demographic will ensure messaging resonates with a growing population of multicultural and mixed-race individuals and families. Thus, representing diverse individuals, nationalities, cultural markers, and pertinent languages will help brands find success. In order to create authentic messaging, brands need to pick specific nationalities or cultural stories and showcase their cultural and lingual particularities. Brands can engage Hispanic and Latino consumers within or outside their organization to ensure messaging campaigns capture the multiple worlds that Hispanics inhabit and specific cultural nuances of the individuals represented in marketing materials. Treating Hispanic consumers as an all-encompassing group without cultural specificities can potentially harm your brand as Latinos are very vocal about representation choices, particularly in Hollywood as seen in the Instagram post below.

As discussed in Mintel's *Diversity, Equity and Inclusion - US - 2022* Report, America is becoming more diverse with each new generation, and diverse audiences are more likely to expect authentic representation and inclusion across the workplace, entertainment, and branding. However, despite the increasing diversity of the American population, many aspects have yet to reflect the changing landscape of the multicultural population. For example, results from the aforementioned Report show that only 17% of the overall population feel personally and authentically represented in brand marketing over the past year. This clearly shows that brands and media need to better leverage real people and voices in their marketing efforts.

Figure 5: hip_latina Instagram post, 2023



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Source: Instagram/Hip_Latina, February 2023

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A young and growing population

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Growth in the Hispanic population is far outpacing growth in the non-Hispanic population. By 2026, the US Census estimates that there will be 69.7 million Hispanics in the US, an increase of over 21% compared to 2016. Only the much smaller Asian and “other” demographics are growing at a faster rate, with the “other” category primarily fueled by fast growth in multiracial Americans. With its size and robust growth, it’s clear that Latinos are a critical audience for media companies to win, as Hispanic consumers’ voices will become increasingly influential in our culture.

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Figure 6: US population, by race and Hispanic origin, 2016-26

	2016 000	% of total	2021 000	% of total	2026 000	% of total	2016-26 % change
Race							
Asian	18,280	5.7	20,439	6.1	22,624	6.5	23.8
Black	42,970	13.3	45,172	13.5	47,334	13.7	10.2
White	248,413	76.9	254,431	76.0	259,788	75.0	4.6
Other*	13,278	4.1	14,956	4.5	16,735	4.8	26.0
Hispanic origin							
Hispanic	57,451	17.8	63,537	19.0	69,735	20.1	21.4
Non-Hispanic	265,490	82.2	271,461	81.0	276,746	79.9	4.2
Total	322,941	100.0	334,998	100.0	346,481	100.0	7.3

* includes American Indian/Alaska native, native Hawaiian/other Pacific Islander and two or more races Note: data may not equal totals due to rounding

Source: US Census Bureau, interim population projections released 2017 and annual population estimates/Mintel

The Latino population's growth is partly due to the relative youth of this group. Hispanic consumers are noticeably more likely than other groups to be under age 45, including both adults in their childbearing years as well as children. A high 44% of Hispanic households include children under the age of 18, compared to 29% of US households overall; multigenerational households are also more common within this audience. Given these trends, multipurpose products that the entire family can share are particularly relevant for Hispanic consumers.

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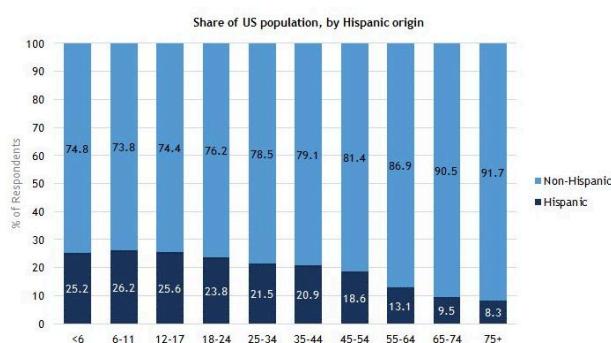
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Figure 7: Hispanic share of US population, by age, 2021



Note: data may not equal totals due to rounding

Source: US Census Bureau, interim population projections released 2017 and annual population estimates/Mintel

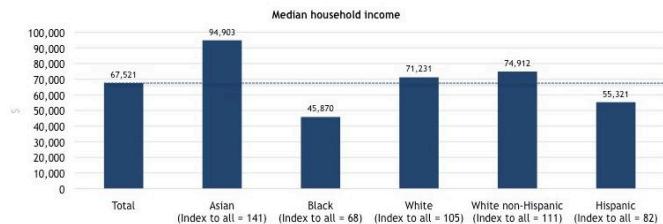
Market Factors

Significant buying power despite lower incomes

As of 2020, the median income for Hispanic households was \$55,321, which is 18% below the overall median income of \$67,521 but above the median income for Black consumers.

Approximately 45% of Hispanic consumers have household incomes of under \$50,000, indicating that a significant share of this audience will be budgeting carefully and will be strongly motivated by value.

Figure 8: Median household income, by race and Hispanic origin of householder, 2020



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Hispanics can be of any race Note: data may not equal totals due to rounding How to read an index: 100 = average. An index of 110 means household median household income in the segment is 10% more than all US median household income; an index of 90 means they are 10% lower.

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Still, close to 4.4 million Hispanics are in households earning over \$100K per year and buying power for this group is growing quickly. Higher-earning households tend to skew as family households, so their spending may be influenced by the particular needs of a family. According to the University of Georgia's Selig Center for Economic Growth, in 2020, Hispanic buying power reached \$1.9 trillion, representing 87% growth over the past decade. By comparison, overall buying power increased by 55% over that time.

Modest growth foreseen for the beauty and personal care industry in the upcoming years

Following a period of historically modest growth, sales of beauty and personal care products took a sharp decline in 2020 due to the pandemic. With consumers largely staying home, the need for rigid beauty regimens lessened, and the prevailing economic uncertainty prompted many to trim their beauty-related expenses. As observed in various other product sectors, sales subsequently rebounded strongly, yet the growth remained relatively subdued once inflation was considered. In fact, when accounting for inflation, the revenues in 2023 stand at the same level as those in 2019, and the projected revenues for 2028 are anticipated to grow by a mere 8%.

Nonetheless, within this challenging market landscape, there are still avenues for success, as Hispanic consumers have significant buying power as the largest and fastest-growing ethnic segment in the US. Moreover, according to the *Personal Care Consumer - US, 2022* Report, Hispanic consumers exhibit significantly greater buying engagement with hairstyling products in contrast to both Black and White consumers. This underscores their substantial participation in this specific category segment. Despite a larger market share due to the sheer size of the population, Hispanic consumers are looking to spend less on beauty and personal care items, as 42% of consumers indicate a desire to spend less on BPC items according to the *Beauty Retailing - US, 2022* Report. This underscores the importance for brands and retailers to focus on the multiple elements of value that drive appeal among price-sensitive consumers (see [Motivations for Professional Beauty and Personal Care Treatments](#)).

Increasing inflation, economic instability impacts consumer confidence

The US economy experienced significant fluctuations since 2020, marked by COVID lockdowns that lead to a sharp downturn, followed by robust hiring and spending as consumers reentered the market in 2021. Supply chain challenges, elevated energy expenses, amidst other things prompted the Federal Reserve to raise rates with the intention of tempering price growth and orchestrating a controlled economic adjustment, albeit at the potential risk of provoking a recession.

As of mid-2023, the Federal Reserve's measures seem to have yielded some success. Inflation has moderated while employment has remained robust. Specifically, the Consumer Price Index (CPI) for all items displayed a 4% rise over the past year in May 2023, significantly lower than the peak of over 9.1% witnessed in July 2022. Concurrently, unemployment stood at a commendable 3.7%.

Figure 9: Consumer Price Index change from previous period, 2007-2023



Source: US Bureau of Labor Statistics, January 2007-June 2023

However, not all indicators convey optimism. The collapse of the cryptocurrency market played a role in the failures of prominent banks like Silicon Valley Bank, Silvergate Bank, and Signature Bank in March 2023. Declines in digital advertising and concerns about excessive hiring prompted significant layoffs at major tech giants including Amazon, Google, Meta, and Microsoft. Mortgage rates also surged, nearing 7% in June 2023 – nearly twice the level observed a year earlier.

01 Compounded by geopolitical elements like the Ukraine conflict and the US debt ceiling contention, consumers have been grappling with a sense of uncertainty. The University of Michigan Consumer Confidence Index, as of May 2023, rested at 59.2 – surpassing the previous year's reading but significantly lower than the 72.3 recorded in May 2020 during the peak of pandemic-induced lockdowns. Despite robust employment, receding inflation, and many consumers enjoying relative financial stability due to pandemic-driven savings, this sustained apprehension seems disconnected from the present economic reality.

02 Nevertheless, pessimistic sentiments can become self-fulfilling prophecies, potentially prompting wary consumers to curtail expenditures, consequently affecting the economy negatively. If the prevalent belief that the US economy has effectively evaded a recession gains widespread acceptance, attitudes might shift. However, until then, it's probable that a significant number of consumers will remain cautious in their spending habits.

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Competitive Strategies and Market Opportunities

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For brands that are looking to better understand the market and the direction consumers are headed, understanding the perspectives of Mintel's Global Consumer Trend Drivers will help uncover new opportunities as they relate to each segment. Mintel's Global Trend Drivers track seven fundamental themes that influence consumer choice and change. These drivers (*Wellbeing, Experiences, Rights, Technology, Identity, Value and Surroundings*) and their underlying Pillars can help explain the key behavioral changes likely to impact consumers in the years ahead.

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Meeting consumer needs through the lens of the Value Trend Driver

Mintel's Global Trend Driver *Value* describes the ways in which consumers are finding tangible, measurable benefits from what they purchase. *Convenience* a Pillar of *Value*, describes how consumers seek products and ways of utilizing products that make their life easier. One way to address Hispanic consumer's imperative for convenience is by helping them streamline their BPC routines through less products or multi-use products.

Gold Bond: Helping consumers streamline routines through multi-use products

Opportunities exist to emphasize multi-use products through re-educating consumers about the versatile applications of products they already use. Brands can also take inspiration from Gold Bond's campaign that highlights how skincare isn't just for one's face to highlight their multi-purpose Retinol Overnight lotion. The motivation for multipurpose products not only stems from the desire to streamline routines as four in ten (40%) are motivated to purchase at-home BPC products because it is more convenient (see [Factors Considered When Buying BPC Products](#)). The convenient factor also taps into consumer's concern for their budget at a time when Hispanic consumers indicate they are looking to cut down on beauty and personal care expenses (see [Market Factors](#)).

Figure 10: Gold Bond Instagram post, 2023



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Source: Instagram/Goldbond, January 2023

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Meeting consumer needs through the lens of the Wellness Trend Driver

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Mintel's Global Trend *Wellbeing* describes the ways in which consumers are seeking both physical and mental wellness. *Psychological*, a Pillar of *Wellness*, describes consumers' demand to invest in products and services that help them relax, remain calm, and avoid stress. Brands and retailers have room to explore with cross-collaboration efforts that leverage different categories working towards the common goal of helping consumers improve their mental wellbeing.

Lean into mental wellness benefits through cross-category collaborations and community presence

Over three in ten (33%) Hispanic consumers indicate that they go to a salon because it's relaxing, and women overindex in going to a salon to pamper themselves (44% of women compared to 15%, see [Motivations for Professional Beauty and Personal Care Treatments](#)). Salon's link with self-care and wellness opens the door for collaborations outside of the BPC space, particularly meaningful collaborations that help the Hispanic community. Brands can take inspiration from the media platform and social enterprise Shop Latinx creates events that offer free BPC treatments while supporting Latinx business. They partnered created partnerships between Latina nail artists, the cafe CUP, and Shopify's Fresh Face Lab that caters experiential shopping experiences through shopping events and panels covering a wide range of topics. These types of partnerships can help showcase how patronage can help a customer's local Hispanic community, potentially addressing wider issues of wellbeing for consumers.

Figure 11: Shop Latinx Instagram post, 2023



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Source: Instagram/*shoplatinx*, August 2023

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The Hispanic BPC Consumer – Fast Facts

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- **Hispanic consumers primarily prefer at-home BPC treatments.** The sole category consumers rely more on salons for are haircuts. Brands have the potential to enhance techniques by empowering consumers with knowledge and tools for achieving salon-level results. Hispanic consumers lean towards at-home treatments for cost-savings, but difficulties in finding suitable products leave consumers resorting to DIY methods. While salon treatments like haircuts and manicures are driven by lack of ability, self-care is also a driving factor (see [At-Home and Professional Beauty and Personal Care Treatments](#)).

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- **While price is important, convenience and enjoyment also drive at-home BPC purchase.** Over six in ten (61%) buy at-home BPC treatments to save money, but 40% do so because it's more convenient and 39% because they enjoy doing it themselves. Brands can lean into the enjoyment factor and tie it to mental wellness, as relaxation is an important offering (see [At-Home Beauty and Personal Care Motivations](#)).

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- **It's important to segment this demographic as motivations for purchasing at-home BPC products is influenced by gender, language, parental status, amongst others.** Women are highly engaged with at-home offerings to economize their budget, as 67% of women indicate to save money as a motivator compared to 55% of men. On the other hand, fathers seek at-home treatments not only to save money, but as an activity that helps them relax. Thus speaking to different segment's motivations is key to resonate (see [At-Home Beauty and Personal Care Motivations](#)).

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- **BPC treatments can cater beyond the service's quality and can compete by focusing on meeting consumers' unmet needs and mental wellness aspects.** Consumers opt for professionally done BPC treatments for improved outcomes (45%), due to a lack of essential skills/knowledge (37%), or for the sake of relaxation (33%). This highlights the potential for BPC brands to leverage their marketing materials to spotlight salon-grade products and tools, coupled with educational content aimed at enhancing consumers' abilities for at-home techniques (see [Motivations for Professional Beauty and Personal Care Treatments](#)).

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- **Top considerations when buying BPC products are Ease of use, brand familiarity, natural ingredients, and scent.** Over half of consumers (51%) are seeking easy to use products, speaking to the desire to streamline routines and potentially cut down costs by using less products. Familiar brand is also an important element, with 43% taking it into consideration. Furthermore, natural ingredient is an important factor and it may speak to sensitive formulations and environmental concerns (see [Attitudes toward At-Home Beauty and Personal Care](#)).

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- **There's a desire to enhance at-home skills.** Over eight in ten (83%) show interest in improving their BPC skills, potentially motivated by wanting to save money but more importantly to address unmet needs among Hispanic consumers. An impressive 79% of consumers are confident in conducting beauty and personal care routines at home, prompting brands and retailers to capitalize on this demographics' expertise. To effectively connect with this consumer base, brands should avoid patronizing their abilities and understanding, and instead collaborate with diverse Hispanic consumers to showcase their

routines and product usage, leading to enhanced outcomes (see [Attitudes towards At-Home Beauty and Personal Care](#)).

At-Home and Professional Beauty and Personal Care Treatments

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At-home BPC treatments are more popular than going to the salon

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BPC brands have an advantage over salons and can create a gateway into advance techniques by empowering consumers to get salon quality results with professional grade products and tools. Per the [Diversity and Inclusivity in Beauty - US, 2023](#) Report, Hispanic consumers alongside Black consumers are more likely than average to prioritize their appearance, making them an important cohort for BPC brands. Hispanic consumers predominantly choose at-home BPC treatments, possibly because they indicate challenges in finding beauty products that meet their needs and they may be reverting to at home remedies or DIY enhancements to products to meet these (see [Diversity and Inclusivity in Beauty - US, 2023](#)). Consequently, Hispanic consumers may rely on friends and family that can do the BPC treatments they need, thus relying on at-home products and driving usage.

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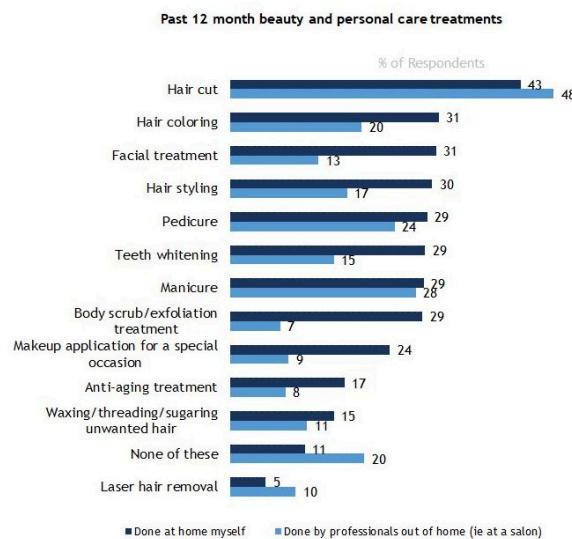
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On the other hand, they prioritize in-salon treatments like haircuts, manicures, and pedicures, highlighting how these treatments can be contributing to self-care, but also how salons can offer better results (more on this in [Motivations for Professional BPC treatments](#)). At a time, when Hispanic consumers are taking BPC treatments into their own hands to stave off high costs of key basket of goods and services, there is the opportunity to meet consumer's high interest in improving at-home BPC skills with quality tools for better home results they can justify spending more on, as 84% believe that investing in quality tools and products can improve the outcome of at-home treatments and 83% are interested in improving their at-home beauty/personal care skills (see [Attitudes Towards At-Home Beauty and Personal Care](#)).

Figure 12: Beauty services performed at home and professionally, 2023

“Which of the following beauty and personal care treatments have you done in the past 12 months?”

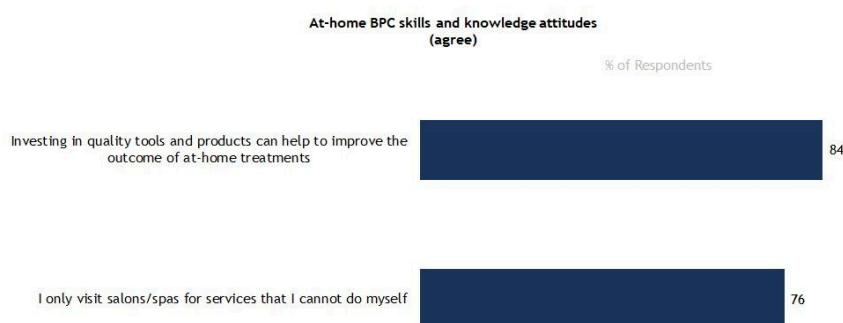


Base: 1,000 Hispanic internet users aged 18+

Source: Kantar Profiles/Mintel, May 2023

Figure 13: At-home beauty and personal care skills and knowledge attitudes (agree), 2023

“Do you agree or disagree with the following statements about at-home beauty and personal care?”



Base: 1,000 Hispanic internet users aged 18+

Source: Kantar Profiles/Mintel, May 2023

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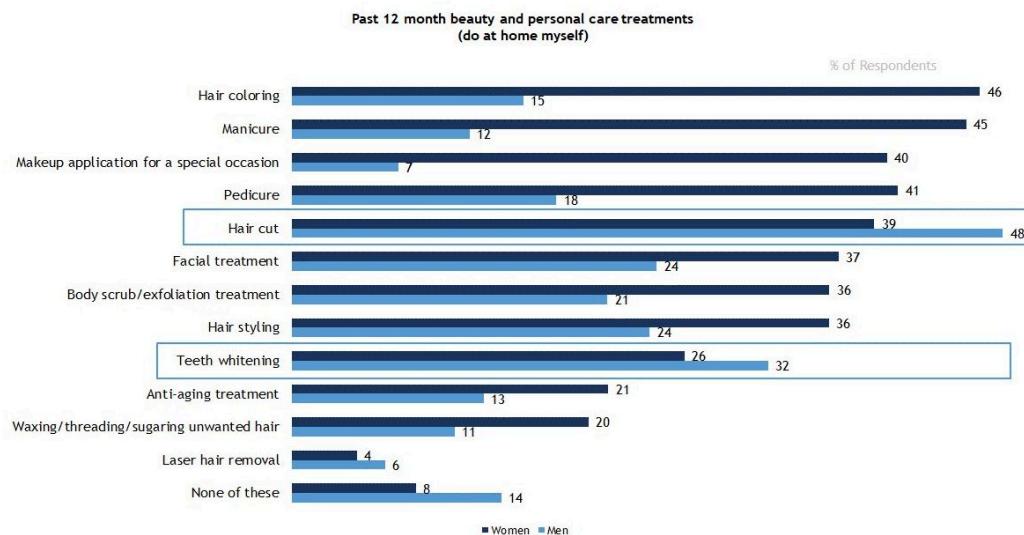
However, hair salons have a competitive advantage for haircuts as they are the only service for which Hispanic consumers are more likely to seek a professional. Salons are able to provide specialty haircuts for diverse hair types and an extensive range of needs. Brands can meet Hispanic consumer struggles to find beauty products at a time when Hispanic consumers feel represented in the beauty space, but find challenges in finding products that work for them (see [Diversity and Inclusivity in Beauty - US, 2023](#)). Moreover, at-home products can help consumers maintain or extend their hair salon treatments, as Hispanic consumers primarily go to the salon for haircuts. Advertising how a product can help extend the period between haircuts can help at-home brand differentiate themselves and attract Hispanic consumers that are prioritizing saving money. There is also room to lean into multi-use products by re-educating consumers on how the products they are already using can be used for other issues, for example facewash for acne-prone skin that can be used on a specific body area to address body acne.

Help Hispanic men elevate their at-home hair and oral care

While Hispanic men have lower engagement in BPC treatments generally speaking, haircuts and teeth whitening are beauty regiments that men are highly engaged in doing at home themselves. In particular, at home haircuts are driven by Hispanic men aged 25 and older, and 25-44-year-old men are more likely to have done a teeth whitening treatment at home themselves.

Figure 14: At Beauty services performed at home , by gender, 2023

"Which of the following beauty and personal care treatments have you done in the past 12 months?"

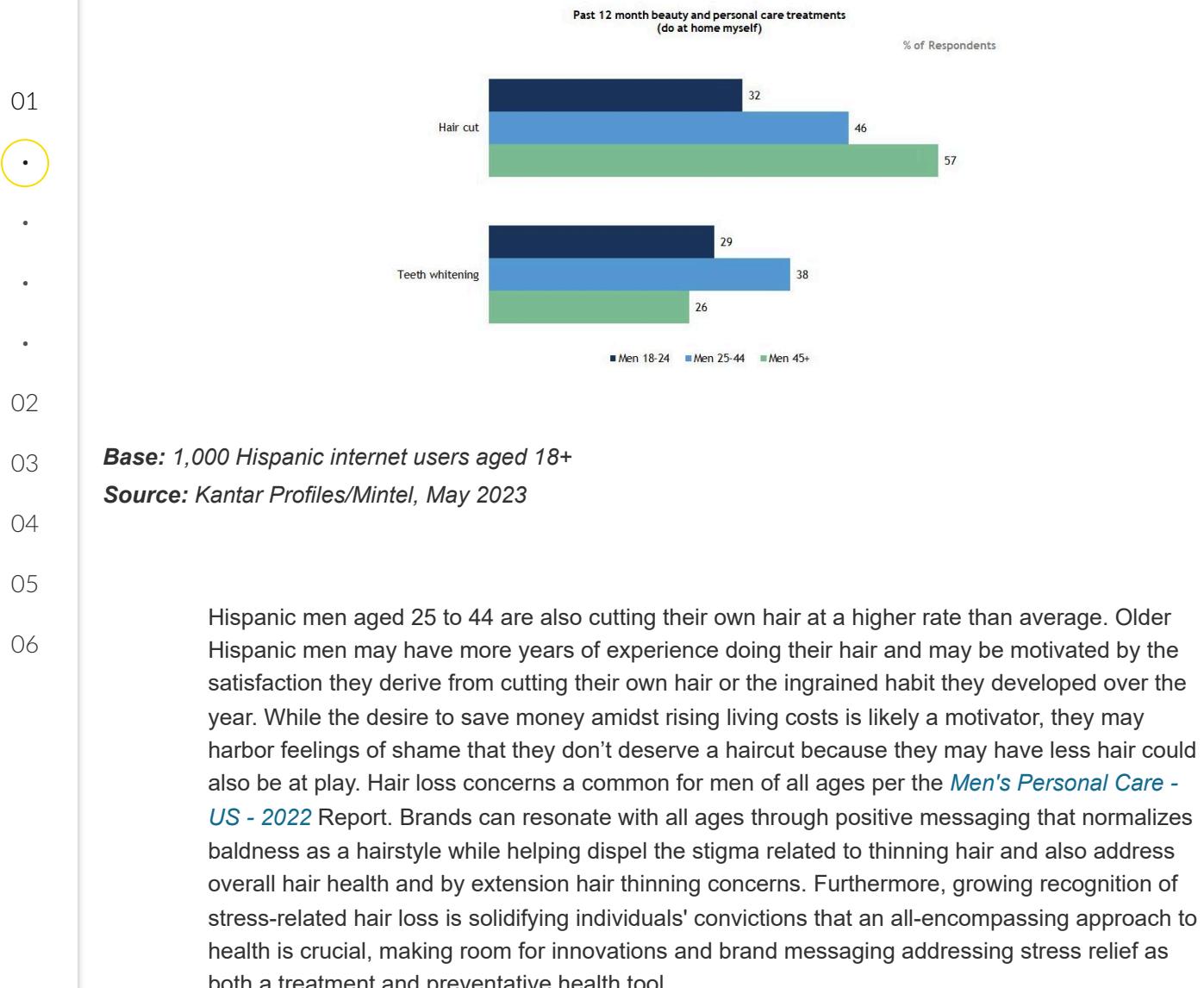


Base: 1,000 Hispanic internet users aged 18+

Source: Kantar Profiles/Mintel, May 2023

Figure 15: Beauty services performed at home: hair cut and teeth whitening, by men by age, 2023

“Which of the following beauty and personal care treatments have you done in the past 12 months?”



Base: 1,000 Hispanic internet users aged 18+

Source: Kantar Profiles/Mintel, May 2023

Hispanic men aged 25 to 44 are also cutting their own hair at a higher rate than average. Older Hispanic men may have more years of experience doing their hair and may be motivated by the satisfaction they derive from cutting their own hair or the ingrained habit they developed over the year. While the desire to save money amidst rising living costs is likely a motivator, they may harbor feelings of shame that they don't deserve a haircut because they may have less hair could also be at play. Hair loss concerns a common for men of all ages per the [Men's Personal Care - US - 2022 Report](#). Brands can resonate with all ages through positive messaging that normalizes baldness as a hairstyle while helping dispel the stigma related to thinning hair and also address overall hair health and by extension hair thinning concerns. Furthermore, growing recognition of stress-related hair loss is solidifying individuals' convictions that an all-encompassing approach to health is crucial, making room for innovations and brand messaging addressing stress relief as both a treatment and preventative health tool.

Help elevate men's teeth care, especially teeth whitening

Teeth whitening may be appealing to men, particularly those under the age of 44 due to higher engagement with social media. Marketers can tap into the optics of a nice bright smile in pictures as with Hispanic Millennial men as 72% of Hispanic Millennial men regularly interact with online communities, like post publicly on social media (see [Marketing to Hispanic Millennials – US, 2023](#)) Not requiring a dentist makes the service much more convenient while also bypassing the cost of a dentist visit.

Figure 16: Sunna Smile Instagram post, 2022



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Source: Instagram/sunna.smile, June 2022

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Understand women's diverse at-home BPC treatments to resonate with diverse age segments

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While for 18-24 year-olds at-home hairstyling, body scrub/exfoliation treatments, and makeup application for a special occasion may be driven by price-conscious behavior—as they are yet to finish college or establish themselves in their careers—it may also speak to having more resources to learn how to style their own hair. This generation grew up in the age of social media hair and make-up tutorials, and TikTok plays a particular role as it's the top medium where 69% of all Gen Z adults learn about beauty and personal care (see Databook).

Furthermore, Mintel's *Shampoo, Conditioner and Hairstyling Products – US, 2023* Report finds that Hispanic consumers overindex for putting hair in more complex styles, like micro braids or Nubian twists, as part of their haircare routine and women from this age range list their physical appearance as part of their top three area they use the most to express their individuality/personality (see *Hispanics and Symbols of Identity – US, 2023*). Additionally, TikTok Insights revealed that 66% of Gen Z social/video platform users say that TikTok Creator content feels authentic and may be where young Hispanic women can find hairstyling tips for their hair type that feel realistic and usable. Partnering with TikTok and other social media BPC creators of diverse backgrounds featuring hair styling videos for a wide variety of hair types may be an appealing way to feature hairstyling products through channels that this segment is already listening to.

Target 18-24-year-old Latina women by leaning in on body scrub/exfoliation product's ability to address skin conditions like roughness, discoloration, dryness, aging, body acne, and irritations due to hair removal. Chemical exfoliation offerings with recognizable acid ingredients seen in the facial skincare category have become more prominent in at-home treatments. Body scrub/exfoliation treatments may be seen as a discretionary product that uplifts self-care routines as well as a way to mitigate specific skin issues, as the *Soap, Bath and Shower Products – US, 2023* Report finds that 94% of Hispanic women ages 18-44 believe taking care of the skin on their body is just as important as taking care of the skin on their face.

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Lean into home hair coloring's convenience and value propositions with women aged 45 or older

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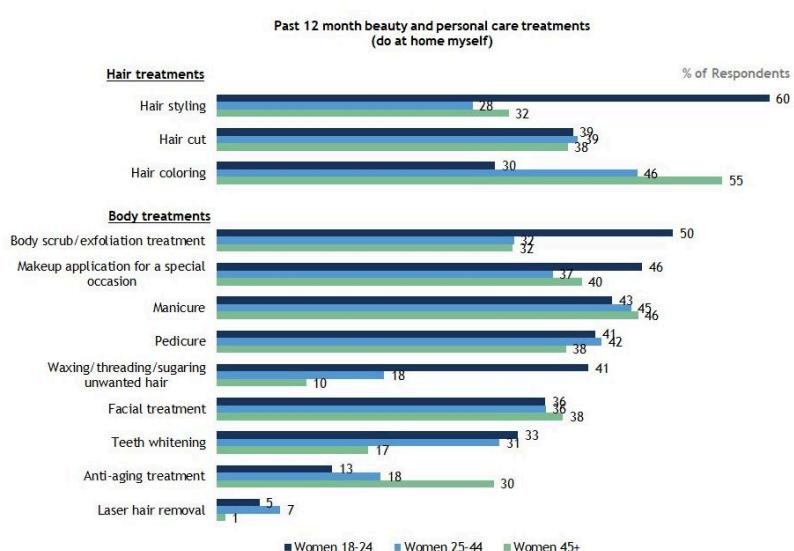
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In regards to Hispanic women aged 45 or older, the *Home Hair Color – US, 2023* report finds that Hispanic women are more likely to color their hair at home to save money, and were more likely to be happy with their at-home hair coloring results (45%), while also finding it more convenient than visiting a professional. Embrace at-home hair coloring convenience and value propositions with women over-45, as these are what make this product appealing to them. Moreover, for older cohorts of this segment ensure to feature Hispanic women over 65 in your advertising material as well, as the *Diversity, Equity and Inclusion – US, 2022* report finds that Hispanic consumers rank senior citizens as a population that is not authentically represented enough in media.

Figure 17: Beauty services performed at home, by women by age, 2023

"Which of the following beauty and personal care treatments have you done in the past 12 months?"



Base: 1,000 Hispanic internet users aged 18+

Source: Kantar Profiles/Mintel, May 2023

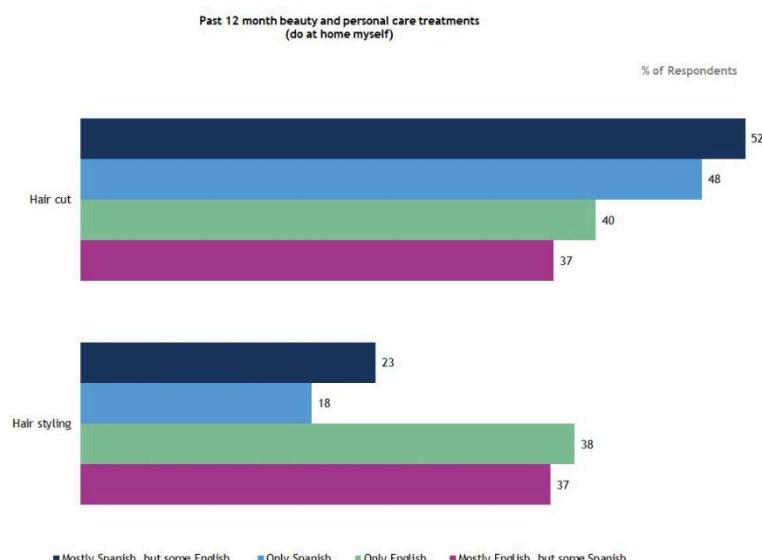
Language at home

Preferred language, and by extension age as younger age segments lean more towards speaking English primarily at home and older ones towards speaking Spanish primarily, has an indelible impact on what treatments consumers decide to do at home, with Spanish influencing hair cutting at home and English hair styling at home. Demographic data from this report shows that older Hispanic consumers skew more towards preferring Spanish while younger towards English.

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Figure 18: BPC treats done at home in the past 12 months: hair cut and hair styling, by preferred language 2023
"Which of the following beauty and personal care treatments have you done in the past 12 months?"



Base: 1,000 Hispanic internet users aged 18+

Source: Kantar Profiles/Mintel, May 2023

Age is a big factor influencing the hair cutting and hair styling trends, however, access challenges may be at play. English-speaking Hispanic consumers may be exposed to more beauty and personal care products and services through English-language media and advertisements, leading to a greater inclination towards in-home treatments. English-speaking Hispanic consumers may have more accessible information on how to get better results at home whereas Spanish-speaking Hispanic consumers might not have access to information to empower them to get better results, thus opting to go to a salon.

In order to resonate with these language segments, marketing hair cutting products should ensure to create Spanish content that features men aged 45 or older as this is a segment that primarily prefers Spanish. On the other hand, hairstyling products should try to resonate with younger Hispanic consumers that are more English-speaking with messaging that is English while utilizing Spanish words (or Spanglish) in a non-forced way to incorporate Spanish in speech. Furthermore, racial and cultural cues that celebrate Latinos/as diverse hair and their style can win with English speaking hair styling consumers. Brands can take the approach that Bombacurls took in their Instagram post where they reposted a funny TikTok video about the struggles of managing curly hair and wrote their post in both English and Spanish, allowing for younger consumers that may not fully understand every word in Spanish to fully understand the message.

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Figure 19: Bomba Curls, 2023

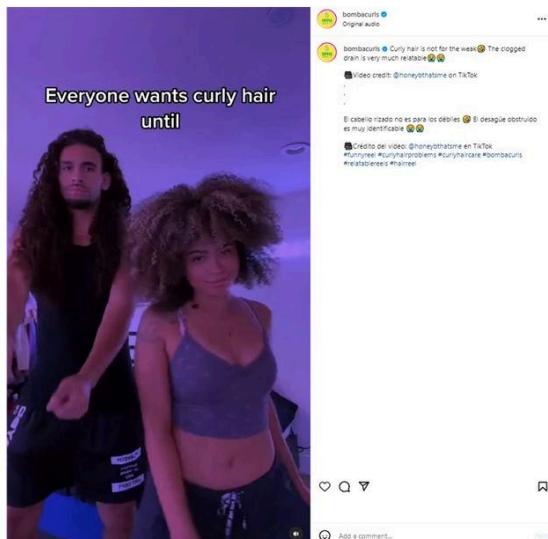
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Source: Instagram/Bombacurls, March 2023

At-Home Beauty and Personal Care Motivations

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Opportunity to entrench at-home services by leaning in on price, convenience, and enjoyment

At-home BPC treatments appeal to Hispanic consumers due to their price point as DIY treatments allow consumers to save money during the current inflationary period that is straining consumers' budgets ability to pay for salon services, including tip. Naturally, convenience is also a driver, but enjoyment is as well. At-home brands can lean into wellness as there is an opportunity to maximize enjoyment of at-home BPC treatments, seeing that 39% of consumers enjoy doing at-home BPC treatments. Mintel's Trend Driver *Wellbeing* and its *Psychological* Pillar describe how consumers are driven to invest in products and services that help them to remain calm and avoid stress. The *Managing Stress and Mental Wellbeing – US, 2023* Report shows that over half of Hispanic consumers (56% compared to 44% of non-Hispanic consumers) are experiencing stress and about four in 10 (44%) of Hispanic consumers (compared to 38% of non-Hispanic consumers) are experiencing anxiety.

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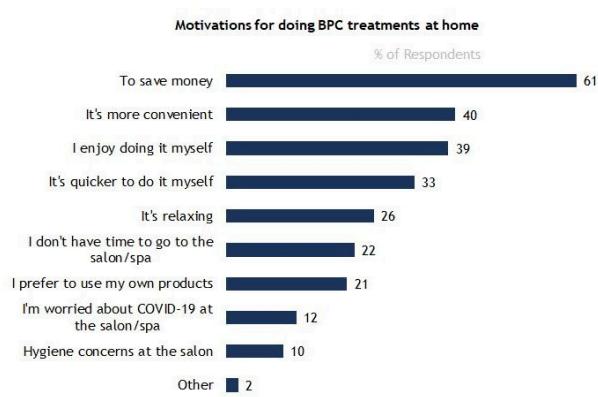
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Figure 20: At-home beauty and personal care treatment motivations, 2023

"Which of the following beauty and personal care treatments have you done in the past 12 months?"



Base: 470 Hispanic internet users aged 18+ who performed at-home beauty or grooming activities

Source: Kantar Profiles/Mintel, May 2023

Brands should sustain the enjoyment consumers feel from at-home treatments and cultivate their enjoyment by equipping consumers with the knowledge, skills, and tools to get better results at home. If consumers are equipped with the knowledge to bypass the salon and are motivated by good results that help them save money, brands can win over more Hispanic consumers. Brands can take inspiration from Mintel's Trend *Make it Mine* that describes how consumers want personalization as a right, not a privilege. By teaching new styles that Hispanic consumers can take on, for example hairstyles, this can help expand your brand's reach. Furthermore, brands can cater to exploration and fun and take inspiration from Fenty Beauty by Rhianna's TikTok Filter that helps consumer achieve the perfect contour for their specific face shape. These types of filter helps consumers learn how to apply a make-up technique to their unique face, but brands should exercise care to help consumers flaunt and highlight natural features and be cognizant of not pushing unrealistic standards of beauty (see *Color Cosmetics - US, 2023*).

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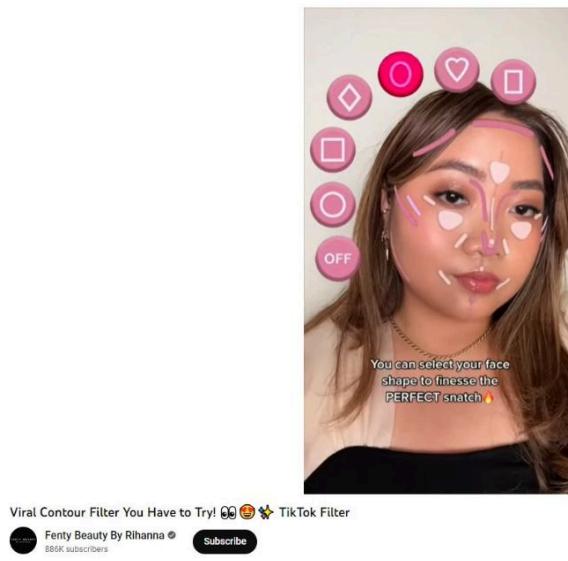
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Figure 21: Fenty Beauty by Rhianna TikTok Filter, 2022



Source: YouTube – Fenty Beauty by Rhianna/Mintel, September 2022

Saving money through at-home treatments is imperative for women, but ease of use and brand recognition drives engagement

Women are highly engaged with at-home offerings to economize their budget, as 67% of women indicate to save money as a motivator compared to 55% of men. This may be because women tend to earn less than men, evidenced by female-headed Hispanic households having a smaller median income compared to Hispanic male-headed households (see Databook). Women may already be buying a product they like and due to more risk aversion, may be sticking with the brands and products they know. There's opportunities for haircare mass and masstige categories. Per the *Personal Care Consumer - US, 2022* Report, Hispanic consumers display notably higher purchasing activity for hairstyling products compared to Black or White consumers, highlighting their strong involvement with this particular category segment.

For haircare brands, the industry continues to enhance offerings with premium ingredients to achieve greater effectiveness in promoting hair and scalp health, leading to a highly saturated market that presents challenges for brands to maintain competitiveness. At a time when consumers are becoming more informed about active ingredients that address their needs, the “skinification” of hair products, or extending skincare principles to scalp care and promoting healthier hair growth, can help meet consumer’s needs as Hispanic consumers express challenges in finding beauty products that meet their needs (see *Diversity and Inclusivity in Beauty - US, 2023*). Per the *Shampoo, Conditioner and Hairstyling Products – US, 2023 Report*, Hispanic consumers overindex in wanting to try products that repair broken hair bonds (at 42% compared to 30% of non-Hispanic consumers) and products that treat a dry scalp (at 40% compared to 28% of non-Hispanic consumers). Their unmet needs coupled with consumers’ growing education about active ingredients and benefits underscores the notion that even amidst periods of inflation, consumers are open to paying a slightly higher price for mass-market brands that provide supplementary benefits beyond basic cleansing (see *Personal Care Consumer - US, 2022*). An added bonus for brands could be stress relief. As women are primarily focused on easy to use products, leaning on a product’s formulation and scent for relaxation can be one avenue to differentiate oneself. Another way to offer ease of use are through purposeful multifunctional regimens multipurpose formulations as these offerings make BPC treatments themselves and shopping for BPC easier.

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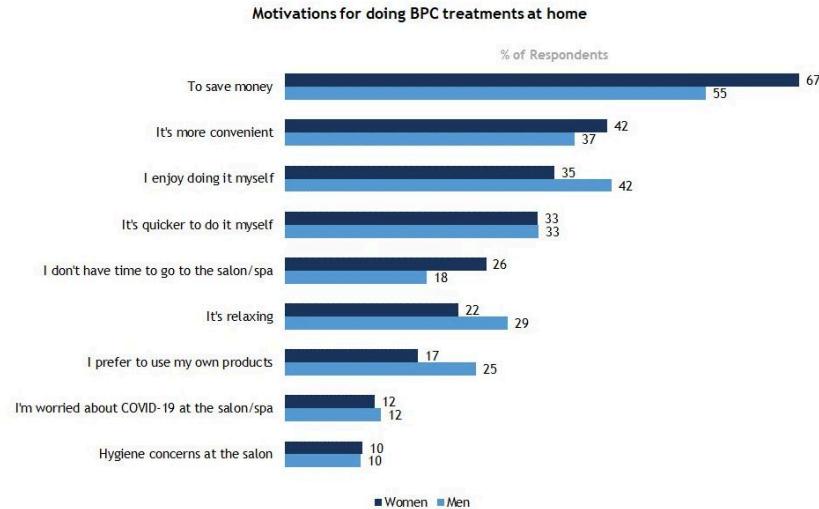
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Figure 22: At-home beauty and personal care treatment motivations, by gender 2023

“Which of the following beauty and personal care treatments have you done in the past 12 months?”



Base: 470 Hispanic internet users aged 18+ who performed at-home beauty or grooming activities

Source: Kantar Profiles/Mintel, May 2023

Fathers seek at-home treatments to save money as well as to relax

While 54% of fathers gravitate to at home offerings to save money, they do so to relax at a much higher rate than mothers (32% fathers do so because it's relaxing compared to 20%). The [Men's Personal Care - US - 2022](#) report finds that Hispanic men under index for sticking with the same product/brands each time they shop for personal care products, as 65% of non-Hispanic men stick to the same products/brands, while this is less so for Hispanic men at 50%. Thus, there's room for brand exploration amongst Hispanic men and brands can seek to appeal to this segment beyond price and take into considerations the conditions men are trying to address. Consequently, Hispanic men indicate that they find it harder to find products tailored to their needs (eg skin type, hair type) per the aforementioned Report. Hispanic men are looking for products that actually work for them and they are a segment that is willing to try new products that address their needs. Companies have room to lean on consumer's knowledge and provide useful information to narrow down what to look for in products. Brands can take inspiration from the Mintel Trend [Guiding Choice](#) that describes how too much choice and too little time may leave consumers looking for shortcuts and help in deciding what product to buy.

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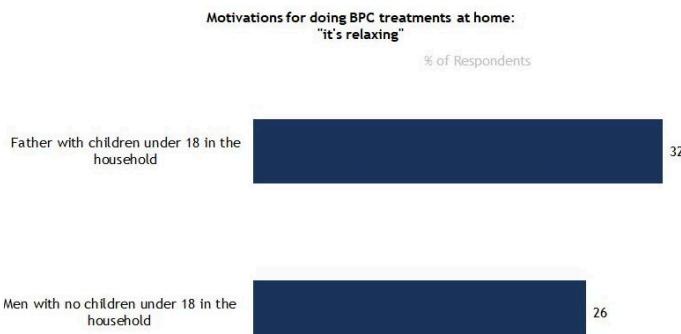
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Figure 23: At-home beauty and personal care treatment motivations, by men and parental status, 2023
"Which of the following beauty and personal care treatments have you done in the past 12 months?"



Base: 470 Hispanic internet users aged 18+ who performed at-home beauty or grooming activities
Source: Kantar Profiles/Mintel, May 2023

Leverage at-home treatments' connection to relaxation to attract men, particularly fathers

Men are more likely to state that they engage in at home treatments because it's relaxing. Hispanic fathers may experience more demands than those who don't have children and may be facing more financial related stress at a time of inflationary prices on staple goods and services. At-home treatments may be a relaxing ritual that allows them to take time for themselves to relax.

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Consider ways to incorporate self-care and relaxation elements into routines. Since men are more likely to be engaging in hair cutting and teeth whitening at home, uplifting these treatments' relaxation qualities through formulations, for example focusing on relaxing scents) to enhance the usage experience can be one way to attract men. Brands can encourage consumers to view their hair cutting and teeth whitening routines as wellness rituals by promoting mindfulness and self-care. Opportunities exist for teeth whitening products to pair their wait time with music through a playlist on Spotify or a meditation on Headspace is one avenue to lean into relaxation. Packaging, product descriptions, and marketing campaigns that emphasize the importance of taking time for oneself, especially to help fathers be present for their family, and finding moments of tranquility during these routines is another avenue to highlight these grooming ritual's capacity to uplift moods and dispel stress.

Showcasing children in marketing materials and how they learn from father's rituals/by example can be another way to market a brand's products. Brands can take inspiration from Harry's Instagram post showcasing a father that tells how his children love to apply his shaving cream and how he leads by example by taking care of himself. The taking care of oneself as self-care to be emulated and passed on to children is a good message that may resonate with these fathers.

Figure 24: Harry's Instagram post, 2023



Source: Instagram/Harrys and Miller Bode, June 2023

Convenience is key for Young and English-speakers

Consumers that personally prefer to primarily speak English out of all the languages they can speak are more likely to do at-home treatments than predominantly Spanish speakers. Of note, those who prefer English tend to be younger as 44% of those who prefer to speak only English are 18-24 vs 25% overall. Demographic data from this report reveals that predominantly English speakers, due to their lifestage where they are establishing themselves into adulthood, work part-time or are unemployed, which may be a factor influencing this trend. Younger adults are more likely to be students that may be balancing the demands of school work and possibly a job on the side, they may not have as much free time to schedule an appointment with a professional.

Brands should focus on convenience as an important value point for consumers. It will be important to create formulations and tools that are easy and convenient to use. Multi-purpose formulations may be one avenue to attract consumers through convenience as well as cost saving. Notably, the *Hispanics and Personal Care – US, 2022* Report found 18-24-year-old men ranked multi-purpose as amongst the top two factors considered when purchasing a personal care product, excluding price.

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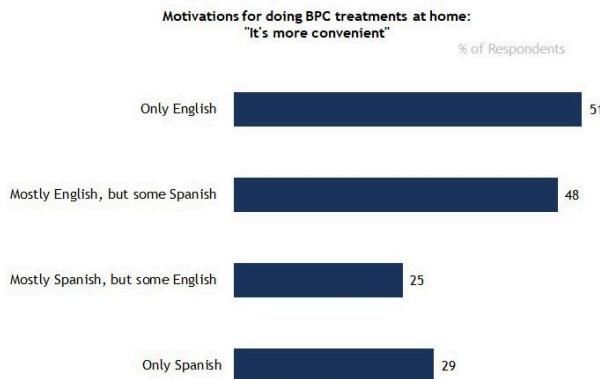
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Figure 25: At-home beauty and personal care treatment motivations, by language preference, 2023

"Which of the following beauty and personal care treatments have you done in the past 12 months?"



Base: 470 Hispanic internet users aged 18+ who performed at-home beauty or grooming activities

Source: Kantar Profiles/Mintel, May 2023

Motivations for Professional Beauty and Personal Care Treatments

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- Lean in on the quality of the service and uplift the experience

Consumers indicate that they have professionally done BPC treatments to achieve better results, because they lack the necessary skills/knowledge, or because it's relaxing. Current inflationary conditions coupled with talk of not knowing what type of turn the economy will take, may be contributing to consumer stress. Salons can cater to the segment that seeks out-of-home service to relax through expanded add-ons, like scalp massages or a relaxing tea (see more below). As such, there is room to create unique collaborations between categories outside of the BPC sphere, like food and drink, to create relaxing and uplifting experiences (see [Competitive Strategies and Market Opportunities](#) for a café and manicure collaboration example).

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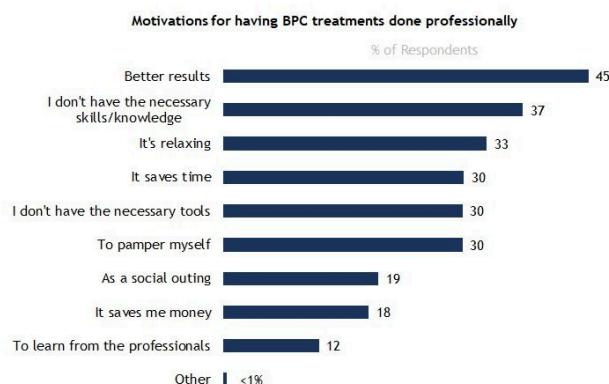
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For BPC brands sold to consumers, there is room to promote salon-grade products and tools as well as educational material that helps improve consumer's at-home techniques. That is because consumers' are interested acquiring new skills and broaden their techniques (as indicated in [Attitudes towards At-Home Beauty and Personal Care](#)), might reflect their aspiration for a simplified beauty and personal care routine that accentuates their natural attributes. This trend is reinforced by findings from the [Hispanics and Symbols of Identity – US, 2023](#) Report, which reveals that 72% of consumers have become more comfortable embracing their natural appearance compared to a year ago (eg opting for makeup-free looks). This shift implies a move away from the pursuit of flawlessness toward a focus on authentic aesthetics – including hairstyles. Consumers might also be seeking products and tools that extend the intervals between salon visits. This could entail a demand for services that improve over time, such as haircuts that maintain their shape as hair grows out or offering the nail polish used in a manicure for touch-ups between salon appointments.

Figure 26: Professional beauty and personal care treatment motivations, 2023

"Why do you get some beauty/grooming treatments done by a professional out of home (eg salon, spa) rather than doing them at home yourself? Please select all that apply."



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Base: 471 Hispanic internet users aged 18+ who have sought professional services for at least some beauty and personal care treatments

Source: Kantar Profiles/Mintel, May 2023

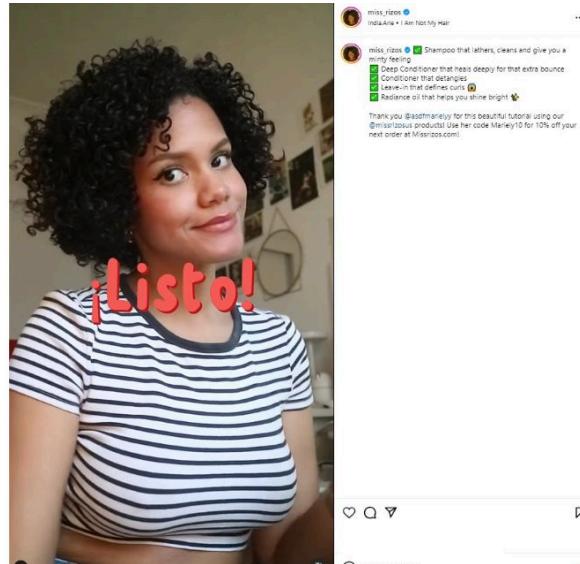
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Practical applications will appeal. For example, leveraging social media to feature real people or influencers to demonstrate how they personally style their hair while drawing attention to specifically showcasing how a product works will resonate. This would also be an effective way to transmit tips and knowledge that could help others with similar hair types or length. Salons can also be a part of helping customers maintain or upkeep services used at home. For example, buying the nail polish they used on their last manicure to maintain nails for longer, or night masks that can help prevent split ends and help a haircut last longer. The latter suggestions will resonate well since haircuts are the top category consumers seek salon expertise.

Figure 27: Miss Rizos Instagram post, 2023



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Source: Instagram/miss_rizos, May 2023

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Address the mental wellness needs of women by assisting consumers in pampering themselves

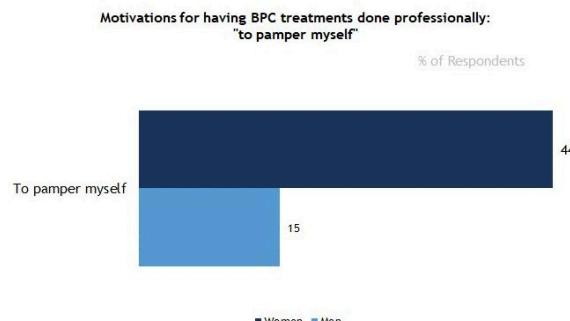
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Figure 28: Professional beauty and personal care treatment motivations, by gender, 2023

"Why do you get some beauty/grooming treatments done by a professional out of home (eg salon, spa) rather than doing them at home yourself? Please select all that apply."

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Base: 471 Hispanic internet users aged 18+ who have sought professional services for at least some beauty and personal care treatments

Source: Kantar Profiles/Mintel, May 2023

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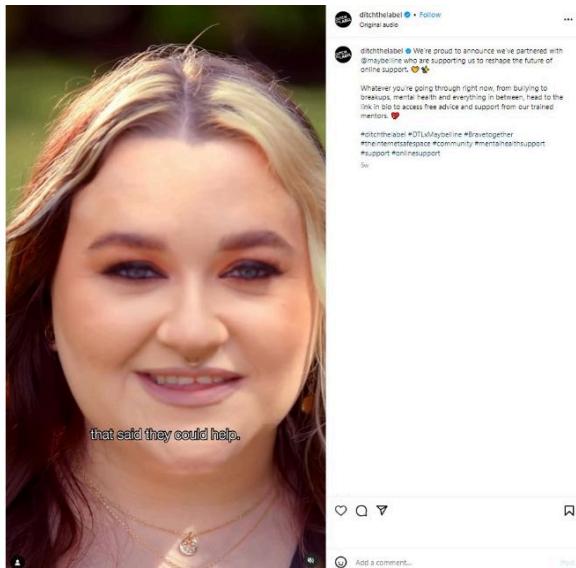
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Enhance access and promote wellness to retain and draw more Hispanic women

At-home beauty and personal care brands can help foster online communities that deal with mental wellbeing and create the type of community and support consumers may find in a salon. Brands can take inspiration from Maybelline partnership with Ditch the Label to grant young people in the United Kingdom access to mental health support. The beauty and cosmetics retailer will fund over 17,500 hours of one-to-one online support by the hour for the next two years via Ditch the Label's community forum. Furthermore, the brand is also launching Brave Talk, a one-hour training course designed to assist people in having delicate conversations with those struggling with their mental health. Available across universities in the UK from September, 2023 it will include advice on how to recognize signs of stress and barriers to receiving help for those struggling with depression and anxiety. Brands can take inspiration from this collaboration to highlight the connection between self-pampering and self-care as one avenue to provide momentary relief from the stressors women face, particularly stressors related to their finances as women earn less than men (see [Market Factors](#)).

Figure 29: Ditch the Label Instagram post, 2023



Men are motivated by convenience, but issues of diversity may be at play as well

Men are motivated to outsource their BPC treatments to save time more so than women. Per the *Men's Personal Care - US - 2022 Report*, 33% of Hispanic men (compared to 21% of non-Hispanic men) indicate it's hard to find products tailored to their needs (eg skin type, hair type). This may be driving the need to go to a salon to have their needs met. Hispanic men are an important segment to cater to as they have expanded the time they spend on BPC. Per the *Men's Personal Care - US, 2022 Report* Hispanic men are spending more time on their personal care routine compared to a year ago, as 43% of Hispanic men indicate as such compared to 33% of non-Hispanic men. While this may have been driven in part to the pandemic where people were avoiding going to salons, salons can keep clientele motivated to return by leaning into convenience. For example, compacting a wide range of services such as haircuts, grooming, and even spa treatments, all in one appointment. This can be more time-efficient than going to separate places for different services. Similarly, out of the home services means less cleanup for as there's no hair to clean off the floor or risk in clogging drains. Focusing on these areas could benefit salons and coupling them with innovations to maintain services (eg trimming tools to lengthen time in between salon visits) could be a way to retain more at-home treatments.

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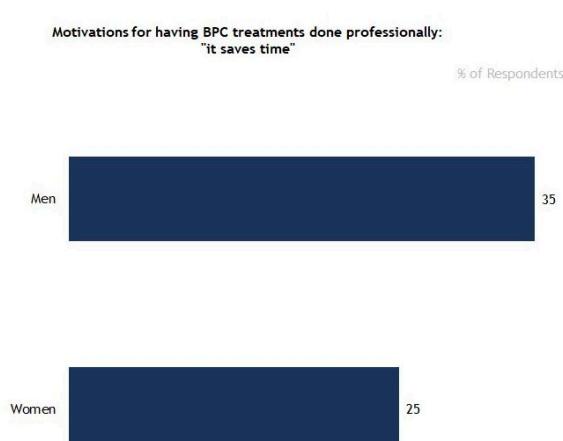
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A core part of this is the importance Hispanic men place on their appearance. Per the *Hispanics and Symbols of Identity - US, 2023 Report*, over half (53%) of men state that it is very important that their physical appearance (eg the way you dress, your hairstyle) reflects their identity.

Figure 30: Professional beauty and personal care treatment motivations, by gender, 2023

"Why do you get some beauty/grooming treatments done by a professional out of home (eg salon, spa) rather than doing them at home yourself? Please select all that apply."



Base: 471 Hispanic internet users aged 18+ who have sought professional services for at least some beauty and personal care treatments

Source: Kantar Profiles/Mintel, May 2023

With men indicating that they can't find products to meet their particular skin tone, hair, concerns, they will likely have a heightened awareness of what they need and brands would benefit from diversifying their research and development to cater to these needs. As such, product expansion to meet Hispanic men's diverse hair and skin needs will likely boost usage (see [Motivations for Professional Beauty and Personal Care Treatments](#)). Salons have the advantage of leaning into the niche and personalization of services they can offer consumers, opening the door to promote personalizations that are particularly relevant to Hispanic men.

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Expanding upon Hispanic men's knowledge of what they need, what works for them, and what they would like to see in products could help foster brand trials as men are less inclined by brand compared to women (see [Factors Considered When Buying BPC Products](#)). Last year's version of this report found that men were more interested in trying and paying more for customized products – be it at a 'regular' level like ability to pick scent, color of product, or hyper-personalized products like products developed through biometric data like DNA (see [Hispanics and Personal Care Brands - US, 2022](#)).

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BPC brands would do well to promote inclusive brand messaging with 80% of men indicating they would like to see more racial diversity in beauty/grooming advertisements (eg commercials, social media ads), per the [Diversity and Inclusivity in Beauty - US, 2022](#) Report. This will have far reaching effects as the same report finds that 82% of all consumers want to see more racial diversity.

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Factors Considered When Buying BPC Products

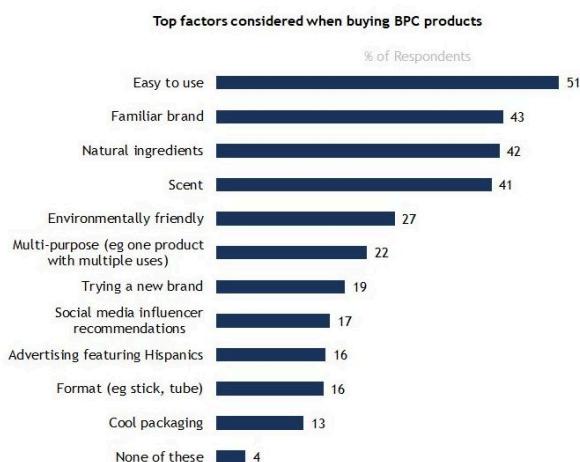
Ease of use, brand familiarity, natural ingredients, and scent are important considerations in the purchase journey

While budgets will determine what consumers will buy, legacy brands benefit from their sustained relationship with consumers. but, focusing on the multifaceted nature of value can help non-legacy brands differentiate themselves to attract consumers. Ultimately, the defining factor for Hispanic consumers will be price as the [Beauty Retailing – US, 2022](#) Report finds that 67% of Hispanic consumers indicate price as the most important factor, with brand name, and ingredients in second and third ranking.

One avenue of potential distinction is the focus on natural ingredients, as consumers are paying attention to natural brands evidenced by the fact that 42% of consumers cite natural ingredients as a top considered factor. However, as a quarter of consumers do not have preference for the type of brand they use, opportunities exist to market to who are willing to pay a bit more for convenience, natural ingredients and scent. This is due to the fact that 59% of Hispanic consumers are interested in trying and would be willing to pay more for products that have multiple uses, natural ingredients, and those that support emotional wellbeing (see *Hispanics and Personal Care Brands - US, 2022*). Similarly, another added value when purchasing a personal care product is being safe for sensitive skin as Hispanic consumers significantly overindex for seeking sensitive formulations (46% Hispanic consumers vs 40% non-Hispanic consumers, per the *Personal Care Consumer – US, 2022* Report).

Figure 31: Top factors considered when buying BPC products, 2023

“Which of the following are important to you when selecting beauty and personal care products? Please select all that apply.”



Base: 982 Hispanic internet users aged 18+ who use beauty and personal care products

Source: Kantar Profiles/Mintel, May 2023

Speak to consumers' busy schedules by catering to ease of use

The return to pre-COVID schedules and even more activities (as some are trying to make up for lost time), gives BPC brands the ability to tout convenience – particularly through multi-purpose products that streamline consumers grooming and regimes. By reducing the number of products consumers need to use, there's opportunity to amplify the price savings aspect.

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The fact that "easy to use" ranks as the top factor Hispanic consumers consider when buying beauty and personal care products highlights the importance of user experience and convenience. For marketers, this highlights the need to both communicate and demonstrate how their products simplify customers' routines, save time, and enhance usability. Clear product instructions (in both English and Spanish), intuitive packaging, and straightforward application methods can all contribute to a positive user experience, leading to higher customer satisfaction and repeat purchases. Brands can take inspiration from Davids Natural Toothpaste that includes a metal tube roller, also known as a tube key, that smoothly slides onto the end of the toothpaste tube to facilitate the gradual rolling up of the metal tube maximizes product usage by efficiently extracting the remaining toothpaste from the tub and making it very easy to squeeze every last drop.

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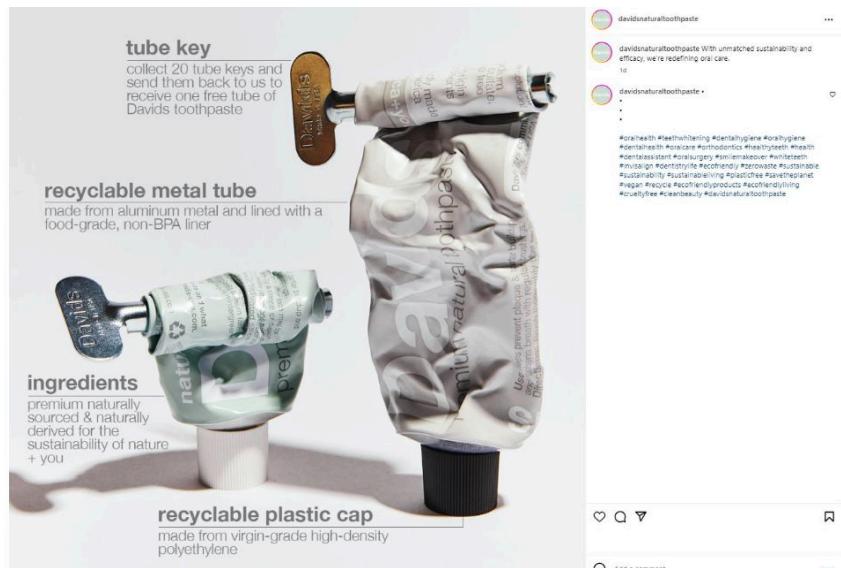
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Figure 32: Davids Natural Toothpaste Instagram post, 2023



Source: Instagram/davidsnaturaltoothpaste, August 2023

Foster familiarity as a money saving mechanism

A perhaps unexpected way to communicate value is to direct consumers to stick with what they know. This way, they are not taking chances on spending money on something that may not work for them during a period where the price of necessities remains quite high. Familiar brand is driven by older consumers (those aged 55 or older), which is on par to the general population, affirmed by the data in the *Beauty Retailing – US, 2022* Report where 55% of Hispanic consumers aged 55 or older rank brand name as the second top factor they consider when making beauty/personal care purchases, which is comparable to 54% of non-Hispanic consumers the same age. Notably, brand familiarity increases with age, meaning that this is a tactic that would resonate well with older Hispanic consumers.

Brand familiarity being the second most important factor underlines the significance of building strong brand recognition and trust. Creating avenues to attract Hispanic consumers of all ages as they brand familiarity becomes more important as consumers age. Hispanic consumers show higher interest for celebrity-owned products (eg Selena Gomez' Rare Beauty), potentially speaking to the parasocial proximity consumers feel to celebrities (see *Beauty Influencers - US, 2023*).

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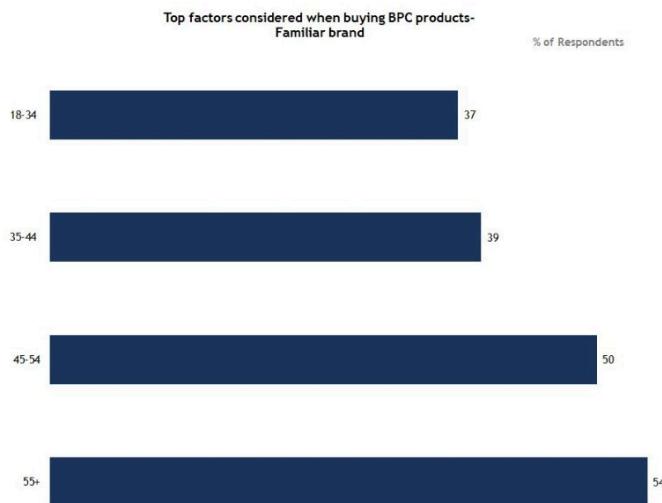
Embrace nostalgia to appeal to older Hispanic consumers

experiences with a product, establishing preferences and brand loyalty. As people age, they accumulate more life experiences and have had more interactions with various brands. This familiarity can lead to a deeper understanding of a brand's products, values, and reputation, creating a sense of trust and comfort. Nostalgia could come into play as well.

Embrace nostalgia on how a brand has accompanied consumers throughout their different lifestages. Highlighting uniquely Hispanic consumers' life trajectories, like immigrant parents that send their child off to college, celebrate their first generation children, and then use the same product with their grandchildren could be one way to showcase nostalgia and long-term reliability. Consumers also trust their health in a product and at a time when recalls of talcum powder or sunscreen, brands that offer a product that has consistently been effective and health should be celebrated.

Figure 33: Factors considered in BPC purchases - familiar brand, by age, 2023

"Which of the following are important to you when selecting beauty and personal care products? Please select all that apply."



Base: 982 Hispanic internet users aged 18+ who use beauty and personal care products

Source: Kantar Profiles/Mintel, May 2023

Easy to understand and recognizable natural ingredients in formulation speaks to the demand for sensitive skin claims and safety

The popularity of natural ingredients in BPC formulation is likely linked to their association in adjacent food and health categories. Consumers may be weary of toxic ingredients and have fresh memories of products that have been recalled due to ingredients that may have been more toxic than anticipated, for example recall of sunscreens due to the carcinogenic Benzene. In short, they want to see natural ingredients that they can recognize. Hispanic consumers' drive for natural ingredient formulations may be motivated by their search for safe for sensitive skin claims, as 46% of consumers seek these types of formulation compared to 40% of non-Hispanic consumers. Positioning one's products as apt for sensitive skin, while addressing some of other factors (like brand familiarity and scent) could be a winning tactic to differentiate one product from the rest. Showcasing how a product addresses sensitivity for the wide diversity of skin conditions Hispanic consumers face will help build trust in amongst offerings. One way to do so is to work with influencers that go live or join events and discussions as the [Beauty Influencers - US, 2023](#) Report finds that Hispanic consumers are just as likely as the general population to sign on to specific social media channels to watch live beauty influencer events/discussions, and Hispanic consumers are just as likely use influencer recommendations to find new products as the overall population.

Hispanic consumers' heightened interest in natural ingredients means that they will be drawn to claims are substantiated. Brands can take inspiration from Mintel's Trend *Prove It* that describes how consumers are doing their homework and expecting proof before a purchase. BPC brands can lean into claims from other categories, like food and drink, to expand on the effects active ingredients can have. For example, ferulic acid, an antioxidant naturally found in foods such as oats, whole wheat, and apples. Providing transparency about ingredient sourcing, ethical practices, and environmental impact can build trust and resonate with growing environmentally-conscious consumers.

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- Figure 34: Preferred brand characteristics, 2023

• "How would you describe your current usage of beauty and personal care products (eg skincare, makeup)? Please select all that apply."

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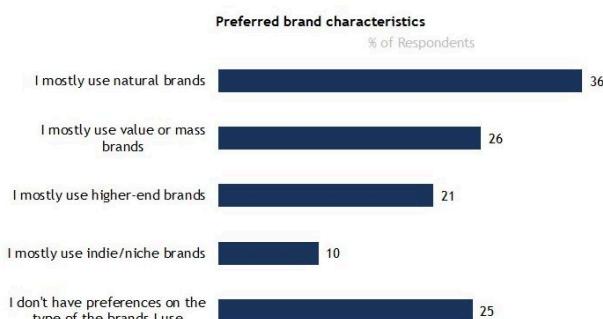
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Base: 1000 Hispanic internet users aged 18+

Source: Kantar Profiles/Mintel, May 2023

Use scent as a differentiating factor in a crowded market

Scent can help a brand differentiate itself from other products in a highly saturated market, lending itself to a brands storytelling and marketing messages to entice consumers. Scent also helps consumers linger and explore different products from a familiar brand to test out new sensorial/olfactory experiences. Scent plays an important role in converting potential customers into purchasers, as it is the fourth top factor excluding price that Hispanics look for when purchasing a personal care product, per the *Hispanics and Personal Care – US, 2022* Report. This highlights the importance of sensory aspects when buying beauty and personal care products for Hispanic consumers. However, brands should be aware of consumer's concerns over fragrance formulations that include endocrine disruptors like phthalates, that can be worked around in the perfumer's palate, but may require re-building trust with consumers.

Incorporating appealing scents and communicating their mood-enhancing benefits can be one way to evoke emotions and create a stronger connection with customers while also catering to mental wellness functionalities. Fragrance is an important part of self-care for Latinos, seen with 50% of Hispanic men using fragrance to boost their mood and 39% of Hispanic men state that wearing a fragrance is an act of self-care (see *Fragrance Trends in Beauty – US 2021*). Overall, Hispanic consumers lead in the usage of scented personal care products, and they lead in their willingness to spend more on a personal care product if it smells nice (at 40% for Hispanic men, compared to 38% for the general population per the aforementioned Report).

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This may be a particularly important strategy to reach women between age 35-54 as this age group may be using fragrance to deal with the stressors of their lifestage, like parenthood and saving for retirement amidst an inflationary period. Scented beauty and personal care products contribute to an enhanced self-care routine, making it a more enjoyable and indulgent experience. As women age, they might develop a preference for products that offer sensory pleasures and enhance their overall well-being. Scented products align with this desire for a holistic and pleasurable self-care experience. With age, self-care becomes a more emphasized aspect of life. Scented beauty and personal care products contribute to an enhanced self-care routine, making it a more enjoyable and indulgent experience. noting the importance of language as mentioned above, commercials that showcase with women in this age group and their particular lifestyles (from busy careers or caregiving responsibilities to becoming empty nesters) may be a way to resonate with this group.

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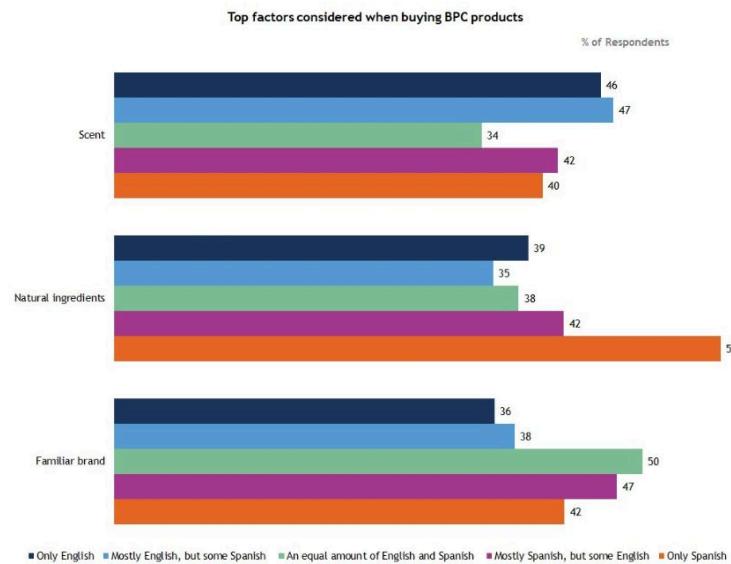
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Language determines sentiment regarding brand familiarity, natural ingredients, and scent

Brand familiarity is important to bilingual Hispanic consumers that speak an equal amount of English and Spanish. Natural ingredient is highly important to Spanish speakers. English speakers are more drawn to scent. For all motivators it's important to tailor marketing efforts to reflect and resonate with the cultural heritage of Hispanic consumers using language (be it only English with a few cultural markers or Spanish words, or natural Spanglish, or Spanish) to speak to these segment's motivators.

Figure 35: Factors considered in BPC purchases, 2023

"Which of the following are important to you when selecting beauty and personal care products? Please select all that apply."



Base: 982 Hispanic internet users aged 18+ who use beauty and personal care products

Source: Kantar Profiles/Mintel, May 2023

Natural ingredient is highly important to Spanish speakers possibly due to sustainability implications

The Sustainable Consumer - US, 2022 Report finds that Hispanic consumers overindex in feeling that using "all-natural" products can have the largest positive impact on a person's sustainability. Data from this Report shows that a slightly larger share of bilingual and Spanish speaking Hispanic consumers feel this way compared to of only English/a language other than Spanish speakers. Sustainable measures beyond natural ingredients may not resonate with this group because they may not be available in the Spanish language. For brands offering alternative sustainable measures in product formulation or packaging, marketers would benefit from ensuring that these are properly communicated in Spanish.

As such, bilingual packaging is key. Ensure that sustainability claims are written in Spanish as well and that proper educational materials on sustainability measures are translated into Spanish for predominantly Spanish speaking consumers. Develop marketing campaigns that resonate with the cultural context and sustainability values that may be animating this motivator of Spanish-speaking consumers.

Predominantly English-speaking Hispanic consumers are motivated by scent

This consumer base may use scent as a means to connect with their culture. If language isn't a tool available to consumers for connecting or preserving heritage, individuals may rely on sensory experiences such as aromas, foods, dances, etc., to showcase or create a personal link to their culture. Make sure to encourage testing and smelling of products to catch this segment's attention. Collaborations with known fragrances could be a venue for brand partnerships. descriptive and evocative language to describe a product scent.

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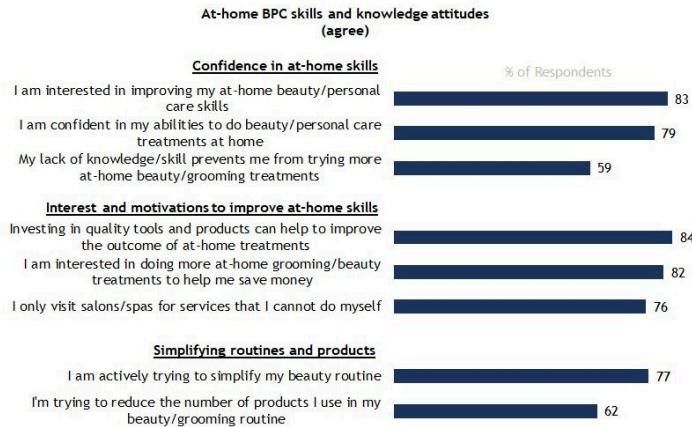
Attitudes towards At-Home Beauty and Personal Care

Empower routines by nurturing confidence and skills in at-home beauty and personal care

The interest and confidence in improving at-home beauty and personal care skills reflect a desire for self-empowerment and active self-care. There's a clear appetite for educational content related to beauty and personal care as 37% of consumers are motivated to having BPC treatments done professionally because they don't have the necessary skills/ knowledge (see [Motivations for Professional Beauty and Personal Care Treatments](#)). Brands can tap into confidence in at-home skills by offering products that facilitate these skills and make consumers feel capable and confident in their routines. Empowered with more skills, particularly for Hispanic consumers' wide range of hair and skin diversity of needs, will help consumers achieve the results they desire.

Figure 36: At-home BPC skills and knowledge attitudes (agree), 2023

"Do you agree or disagree with the following statements about at-home beauty and personal care?"



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Base: 982 Hispanic internet users aged 18+ who use beauty and personal care products

Source: Kantar Profiles/Mintel, May 2023

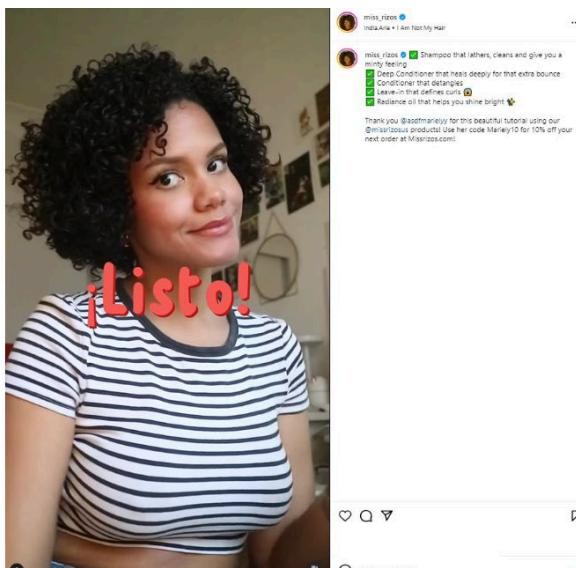
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Brands can take inspiration from Miss Rizos who shared on their Instagram how a customer tends to her hair to accentuate her natural curls and get salon style results at home (see Motivations for Professional Beauty and Personal Care Treatments). Enhance the experience of at home treatments by incorporating elements like curated music playlists, styling recommendations, and even integrating relaxation techniques, all aimed at elevating at-home routines. Black Hispanic women may be particularly receptive to this as black women are taking their hair care at home per the *Black Consumers: Beauty Trends - US, 2022* Report.

Figure 37: Miss Rizos Instagram post, 2023



Source: Instagram/miss_rizos, May 2023

Seizing opportunities in quality tools, cost savings, and salon services

Over eight in ten of consumers are interested in investing in quality tools and products that can help improve the outcome of at-home treatments. Money is also an important motivator, as 82% are interested in doing more at-home grooming/beauty treatments to save money, and 76% indicating that they only visit salons/spas for services that they cannot do themselves.

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There's a high demand for quality products that help consumers save money. The high interest in investing in quality tools and products indicates a willingness to spend on items shows that there is a hunger for learning how to enhance BPC techniques and find new efficiencies that improve at-home outcomes.

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As such, to resonate with this consumer base, brands should ensure to not talk down to consumer's abilities and knowledge of what works for them, but rather work with diverse Hispanic consumers that showcase their routines and how they use your products to achieve better results. Consider ways to showcase how a product works for diverse consumers in a candid and genuine way. For example, by working with diverse Hispanics that consumers can see themselves in, eg those with very straight hair or tight coily curls or different skin needs (oily, dry, normal, combination, and sensitive) will directly provide information on how a product may work for them.

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Influencers are a good avenue to leverage as the *Beauty Influencers - US, 2023* Report finds that 28% of Hispanics sign on to specific social media channels to watch live beauty influencer events/discussions, which is similar to non-Hispanic consumers at (26%) and 47% of Hispanic consumers use influencer recommendations to find new products (which aligns with 49% of non-Hispanic consumers. Catering to this consumer base that logs on to social media selling events and live streams could help consumers understand how tools can help them achieve their needs. Invest in parasocial relationships by taking inspiration from influencer Melina Vega posted a video that was not sponsored and was a candid video review of the Dyson hair. Melina Vega gave her initial impressions and said she would follow up on how it holds up to other tools she has, said she was keeping her receipt to see if she would return it. This feeds into the Mintel Trend *Prove It* that describes how consumers are doing their homework and looking for backed-up information regarding a product claims, in an authentic/honest/trustworthy way.

Figure 38: Melina Vega Instagram post, 2023



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Source: Instagram/itsmelinavega, May 2023

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Brands can tap into consumer focus on price by reinforcing the results that can be achieved through usage of premium products. To further highlight the value of such products or brands, providing clear cost comparisons between at-home treatments and professional offerings will resonate at a time when attention to budgets are heightened. Demonstrating the potential savings can be a persuasive tactic for brands, whereas showcasing the quality and added value of salons can be a persuasive tactic for professionals (see more [Motivations for Professional Beauty and Personal Care Treatments](#)).

Empower consumers with improved skills that help them save money, with room to expand reach with men

Current financial uncertainty may be driving consumers to take their BPC routine in their own hands to save money. Certain services like beard grooming for men and pedicures require regular upkeep, which may not be affordable during the current financial period. One solution is to emphasize the value proposition of at-home beauty and personal care solutions as a money saving tactic that doesn't mean compromising on results as saving money is a driving motivator for at-home BPC treatments (see [At-Home Beauty and Personal Care Motivations](#)). It will be necessary to highlight price comparisons, and even prove, how consumers can save money by investing in products and tools that offer long-term benefits and eliminate the need for costly salon visits, as there is a high interest in investing in tools. Introduce cost-effective products that serve as alternatives to salon services, such as at-home waxing kits, DIY facial treatments, or nail care sets. Position these products as accessible options during financially uncertain times. It's important to cater to access, especially for older women.

Men are a particular segment to target as they are already engaging in at-home treatments to save money, but also supported by the fact that Hispanic men feel that they cannot address their BPC issues with the products in the market currently. Per the [Men's Personal Care - US - 2022 Report](#), 33% of Hispanic men (compared to 21% of non-Hispanic men) indicate it's hard to find products tailored to their needs (eg skin type, hair type). This may be driving the need to go to a salon to have their needs met. This could also mean that men are looking for tools and knowledge to improve the way they address their unmet skin and hair issues.

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Figure 39: Attitudes and behaviors towards investing in tools to improve at-home treatments, by gender and age 2023

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“Do you agree or disagree with the following statements about at-home beauty and personal care?”

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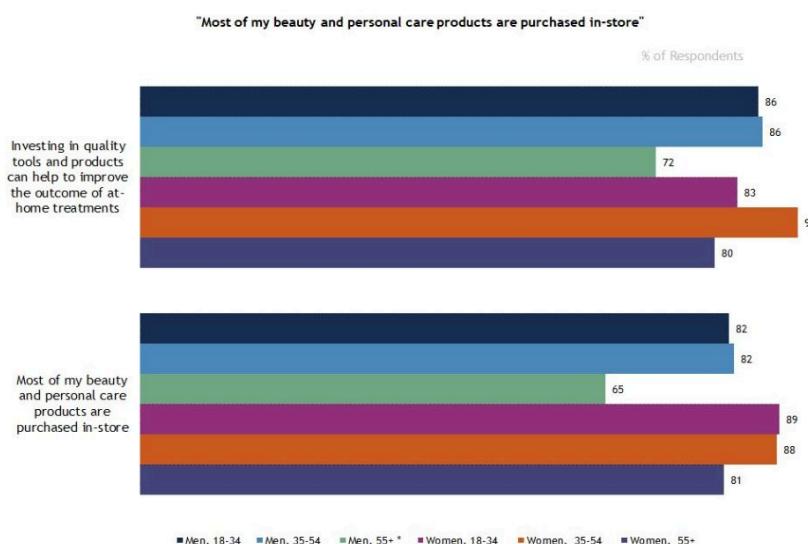
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*Small sub-sample (75-100)

Base: 982 Hispanic internet users aged 18+ who use beauty and personal care products

Source: Kantar Profiles/Mintel, May 2023

Foster authenticity by promoting realistic beauty standards on social media

Social media is putting pressure on younger consumers, particularly women, though all genders are feeling the pressure. This comes at a time consumers are embracing natural looks much more than in the past year per the [Symbols of Identity – US, 2023 Report](#). The inference is that consumers are less willing to put the pressure on themselves to conform to unrealistic beauty standards, as they continue to engage at high rates with social media. This tension may mean that Hispanic consumers, particularly younger consumers, are looking for more genuine representations of beauty that represents them as they are.

Brands can play a role in promoting realistic beauty standards and self-acceptance. This presents and opportunities for authenticity and transparency that can resonate with younger consumers who are increasingly discerning about brands they support. Brands that portray genuine values and messages can stand out and gain trust. For instance, work with Instagram influencers in a way that showcases realistic results and that make room for every-day, normal looks may help to reduce pressure on consumers to change their natural features. Brands that address the pressure inherent in the voyeuristic nature of social media, while reminding consumers to think of their joy and the importance of their mental wellbeing is one way to tie in the wellness aspects of BPC brands.

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Base: 982 Hispanic internet users aged 18+ who use beauty and personal care products

Source: Kantar Profiles/Mintel, May 2023

Parents are more likely to be turning to social media to learn about products, but this is a source of pressure

Parents show much higher engagement with social media to learn about products than non-parents, with no differences in usage amongst mothers and fathers. At the same time, almost all parents (90%) are interested in investing in quality tools and there is a penchant to learn how to improve one's skills. Parents may be strapped for time and may require more expenses for the rest of the family. As such, they may see going to the salon as an expensive discretionary expense that they could try to subvert through the right tools and skillsets. Gains will be had by showcasing parents using BPC tools and how they fit their lifestyle with ease. Partnerships with influencers on TikTok, Facebook, and Instagram will be a good way to appeal to parents who are already following peers they trust and who they learn from.

Figure 41: Social media usage to learn about beauty and personal care (Any social media), by parental status, 2023

"Where do you learn about beauty and personal care? Please select all that apply."

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Base: 982 Hispanic internet users aged 18+ who use beauty and personal care products

Source: Kantar Profiles/Mintel, May 2023

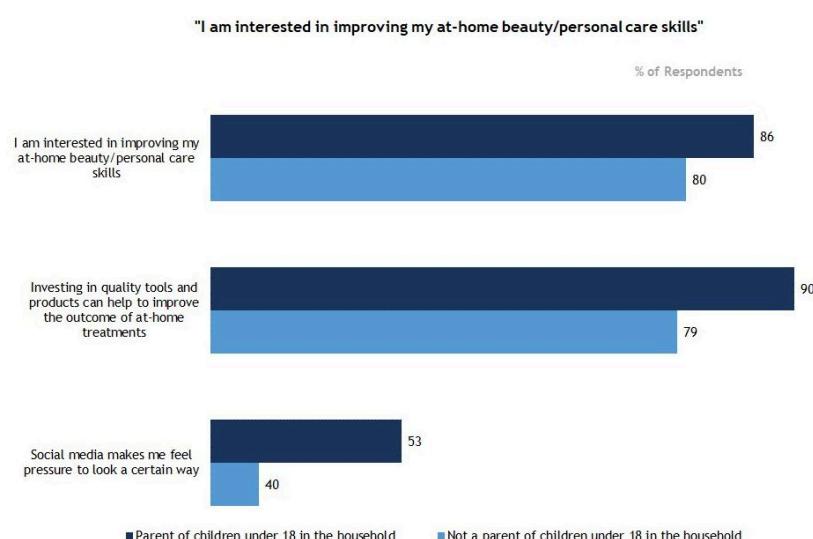
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Figure 42: Attitudes toward improving at-home BPC skills and buying tools to improve at-home results, by parental status 2023

Do you agree or disagree with the following statements about at-home beauty and personal care?



Base: 982 Hispanic internet users aged 18+ who use beauty and personal care products

Source: Kantar Profiles/Mintel, May 2023

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Appendix – Data Sources and Abbreviations

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Data sources

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Consumer survey data

For the purposes of this Report, Mintel commissioned exclusive consumer research through Kantar Profiles to explore Hispanics and their payment preferences. Mintel was responsible for the survey design, data analysis and reporting. Fieldwork was conducted in May 2023 among a sample of 1,000 Hispanic aged 18+ with access to the internet.

Mintel selects survey respondents by gender, age, household income and region so that they are proportionally representative of the US adult Hispanic population using the internet. Please note that our surveys are conducted online in the participant's language of choice (ie English or Spanish). Hispanic consumers who are not online are not included in our survey results.

While race and Hispanic origin are separate demographic characteristics, Mintel often compares them to each other. Please note that the responses for race (White, Black, Asian, Native American or other race) will overlap those that also are Hispanic, because Hispanic consumers can be of any race.

Abbreviations and terms

The following abbreviations are used in this Report:

BPC	Beauty and Personal Care
DIY	Do-it-yourself
GDP	Gross domestic product

Mintel defines generations as:

World War II/Swing Generation	Members of the WWII generation were born in 1928 or before and are aged 95 or older in 2023. There are fewer than 1.5 million members of the WWII generation still alive today. Members of the Swing generation were born between 1929 and 1945 and are aged 78-94 in 2023.
Baby Boomers	The generation born between 1946 and 1964. In 2023, Baby Boomers are between the ages of 59 and 77.
Generation X	The generation born between 1965 and 1979. In 2023, Gen Xers are between the ages of 44 and 58.
Millennials	The generation born between 1980 and 1996. In 2023, Millennials are between the ages of 27 and 43.
Generation Z	The generation born between 1997 and 2010. In 2023, members of Gen Z are between the ages of 13 and 26.
Generation Alpha	The newest generation began in 2011. In 2023, members of Gen Alpha are younger than age 13.

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Note: In 2021 Mintel made minor adjustments to generational definitions and thus the size and age of each generational group may not match previous Reports.

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In order to provide an inflation-adjusted price value for markets, Mintel uses the CPI to deflate current prices. The CPI is defined as follows:

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CPI

The Consumer Price Index is a measure of the average change over time in the prices paid by urban consumers for a market basket of consumer goods and services.

The CPI and its components are typically used to adjust other economic series for price changes and to translate these series into inflation-free dollars. Examples of series adjusted by the CPI include retail sales, hourly and weekly earnings, and components of the national income and product accounts. In addition, and in Mintel Reports, the CPI is used as a deflator of the value of the consumer's dollar to find its purchasing power. The purchasing power of the consumer's dollar measures the change in the value to the consumer of goods and services that a dollar will buy at different dates.

The CPI is generally the best measure for adjusting payments to consumers when the intent is to allow consumers to purchase, at today's prices, a market basket of goods and services equivalent to one that they could purchase in an earlier period. It is also the best measure to use to translate retail sales into real or inflation-free dollars.

Based on Bureau of Labor Statistics definition.

APPENDIX: FILES AVAILABLE TO DOWNLOAD

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Report highlights

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Report highlights

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Report files available to download

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Executive Summary for
Hispanic Beauty Consumer -
US - August 2023.pdf

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Brochure for Hispanic Beauty
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Databook for Hispanic Beauty
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Meet the expert

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04 **Stefanie Kundakjian**

05 Research Analyst

06 Stefanie Kundakjian develops multicultural insights focused on Hispanic consumers. She has over five years of experience carrying out custom research on diverse demographics in the Americas, Europe, and Eurasia. She holds an MA in International Affairs from the American University of Paris and a BA in Spanish and History from Grinnell College.



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