



Multicultural Beauties Speak Out

This month, TBC spent some time chatting about beauty with US women from a wide variety of ethnicities, and the results were eye-opening. We learned how this underserved population shops, what products she buys, and her top beauty needs and concerns. Knowing how to reach this important consumer in the growing age of personalized and multicultural consumerism is beautiful indeed.

Multicultural women love shopping for beauty!

100% have shopped for beauty in the past 12 months

She wants products that specifically address her needs

100% have shopped for products specifically marketed for multicultural skin or hair

Mainstream Brands are Hit and Miss for Her

About two-thirds of multicultural women use mainstream beauty brands on a daily basis vs. ethnic beauty products

60% say “yes,” mainstream brands offer makeup colors and skincare products that are right for me.

40% say no, these products aren't quite right for me.

Her top beauty purchases help her address her specific ethnic concerns/needs:

- **72%** shampoo/conditioner
- **62%** color matched concealer/foundation
- **50%** anti-frizz/hair taming products
- **47%** makeup (Black Opal, IMAN, etc.)/curl products
- **39%** dark spot treatment
- **36%** hair straightening products/body lotion/cream (to fight 'ashy-ness')
- **34%** brightening skincare
- **27%** hyperpigmentation treatment



She shops at leading beauty destinations for ethnic targeted beauty products

- **68%** Superstores (Target, Walmart, etc.)
- **51%** Amazon.com, or drug stores like CVS, Walgreen's, etc.
- **45%** Sephora
- **42%** ULTA
- **23%** Discount store (TJMaxx, Marshalls, etc.)
- **19%** Department store (Macy's, Lord & Taylor, etc.)
- **16%** Brand retail store (LUSH, 100% Pure, etc.)



She sees a need for ethnic beauty products

96% agree different ethnicities have unique skincare and makeup needs

91% agree products for her specific hair type/texture are critical

And they are important to her beauty routine:

93% expect products marketed specifically as 'for ethnic hair/skin, etc.' to work better for her than mainstream beauty products

96% would like to see more beauty products targeted to ethnic women

88% agree that products tailored to specific ethnic skin types (African American, Hispanic, etc.) deliver better results

81% are willing to spend more for a product that is targeted to ethnic beauty concerns/needs

Her top five reasons for purchasing beauty products:

- Product does what it promises
- Product is specifically for women of color/ethnic women
- Price
- Positive product claims or reviews (that prove product does what it promises)
- I already know/trust the brand



Her favorite multicultural/ethnic brands

- #1** Shea Moisture
- #2** Iman
- #3** Carol's Daughter

Ingredients that she looks for in her fav products:

- **70%** natural ingredients
- **66%** vitamins (A, C, E, etc.)
- **59%** shea, almond etc. butters
- **50%** anti-aging ingredients
- **48%** brightening/lightening ingredients
- **41%** organic ingredients
- **35%** botanical ingredients
- **62%** ingredients for acne
- **27%** retinol/keratin
- **23%** herbs



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