

Hispanic Consumers' Haircare, Beauty and Grooming Products - US - September 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Hispanics tend to overindex on spending and use of most beauty product categories. However, competing in this market is not easy as brand usage tends to be very fragmented. In this environment, brands that learn to use recommendations from friends and family in their favor may have an opportunity to start making a difference.”
- Juan Ruiz, Senior Multicultural Analyst

This report looks at the following areas:

- Using a Hispanic spokesperson may not be enough to appeal to this market
- Appealing to Hispanics in a fragmented market
- Starting a relationship with Hispanics when they are young

The search and admiration for beauty are part of the Hispanic culture. Spanish-language TV as well as Spanish-language publications emphasize this and give significant coverage to the subject of beauty that is not seen in their English-language counterparts. Moreover, appearances are important to Hispanics and there is the belief that looks are a reflection of how well one is doing in life. It is in this context that Hispanics represent an important target for beauty brands. While Hispanics overindex in the usage of most beauty categories, brand usage is very fragmented. There are opportunities for brands to gain share; however, for that to happen, brands need to invest in learning about the similarities and differences of this market as well as deliver what they promise.

This is the first report that Mintel has produced on Hispanics' haircare, beauty and grooming products. However, readers may also be interested in Mintel's *Hispanics and Personal Care – US, September 2013* and *The Shopping Experience of Hispanic Consumers – US, April 2014*.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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