

Black Consumers' Beauty and Grooming Products - US - September 2014

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"Black consumers are engaged with and passionate about their beauty and grooming regimen. Being seen as well-groomed – from haircare to skin products to fragrances and nail care – all play an important role in how they present themselves to the world, not to mention how it makes them feel about themselves: clean, confident, sexy, attractive, approachable, professional, healthy, etc."
– Tonya Roberts, Multicultural Analyst

This report looks at the following areas:

- How do Black consumers define beauty?
- What are some of the top concerns Black consumers have when it comes to beauty and grooming products?
- What can brands do to attract Black consumers?

For Black consumers, image is everything – a person's first impression, even at a glance, says a lot about who they are. Black consumers want to be seen as trendy, stylish, smart, attractive, and well-groomed. Beauty and grooming products play a major role in shaping the image they want to project, and how they feel about themselves.

This report examines Black consumers' attitudes and behaviors toward beauty and grooming products, and covers the following categories:

- Haircare: Shampoos, conditioners, styling products, etc
- Shaving and hair removal: Razors, waxing, salon services
- Cosmetics/make-up: Foundation/powder, mascara, eye shadow, eyeliner, lipstick/gloss, etc
- Skincare: Facial care, body wash/soap, body moisturizers/lotion/cream, etc
- Fragrances and scent palette
- Nail care

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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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