

## Black Consumers and Beauty Products - US - July 2016

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

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"The growing Black population, which includes a large share of iGeneration and Millennials, and interest in natural products are key positive drivers. Nurturing highly engaged consumer segments will also be important for market growth."

- Fiona O'Donnell, Director – Multicultural, Lifestyles, Travel and Leisure

This report looks at the following areas:

- Black women rate their skills using beauty products lower, less likely to experiment
- Replacement is the main reason for beauty product purchase
- Mainstream brands have clout, but struggle to build share

The \$2 billion Black beauty products market is projected to show steady growth through 2021. The growing Black population, which includes a large share of iGeneration and Millennials, and interest in natural products are key positive drivers. Nurturing highly engaged consumer segments will also be important for market growth. While engaged consumers can drive wider interest in new products and trends, they also tend to be discerning and culturally sensitive. They are especially interested in products developed specifically for Black women and marketed using diverse models in campaigns that authentically reflect Black culture. Meeting these expectations pose both challenges and opportunities for suppliers and retailers.

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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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\$2 billion market projected to show modest, steady growth through 2021

Natural product lines and “beauty from within” trends help drive growth

Broader beauty segment trends shape, reflect Black engagement

Blacks are a young, growing population with significant buying clout

Single moms often helm Black households with children, invest in beauty

### Market Size and Forecast

Growth from 2011-16 has been positive, if somewhat uneven

Market projected to reach over \$2.3 billion by 2021

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### Market Perspective

Widespread demand for and increased availability of natural care options

“Beauty from Within” trends and food-based ingredients also shape beauty market

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## Market Breakdown

Wider beauty market is growing, topping \$23 billion in 2015

In more narrowly defined market, cosmetics is fastest growing segment

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Fashion trends and experimentation propel the largest segment: color cosmetics

Facial skincare benefits from anti-aging claims, but sees competition from cosmetics

Saturated marketplace and competition in fragrance leads to flat growth

Nail color, currently off-trend, sees growth lag relative to the beauty market as a whole

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Mainstream brands reach out to Blacks, but could do more

Black-owned niche suppliers and small-batch brands gain traction

Inclusive approach to race in marketing and "mixed race" products

## What's Working?

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Black Opal offers affordable range, free samples, and social media engagement

IMAN offers "beauty made easy" mobile app and online "build your base" guide

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Products, marketing, and spokespeople for ethnically diverse users

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Miss Jessie's, Naturalicious, and Oylin in natural haircare market

KA'OIR and Magnolia Makeup feature bold, super bright colors and glitters

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Replacement is key, but interest in "new" and self-pampering also high

Most Blacks show limited allegiance to specific stores or brands

Price and brand are top influencers, but secondary factors differentiate

Trendy Naturalistas, Beauty Enthusiasts sensitive to cultural authenticity

## Black Women Beauty Consumer Segmentation

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Based on beauty category engagement: Enthusiasts, Occasional, Basic

Figure 25: Black beauty engagement segments, April 2016

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Occasional Beauty consumers are somewhat engaged

Basic Beauty consumers are the least invested in the category, largest segment

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Abbreviations

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