

Hispanics and Beauty Products - US - July 2016

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Hispanic women over index for use of most beauty product categories. However, brands face challenges growing their share; Hispanic women tend to be young, value oriented, and their willingness to experiment and try new products makes achieving brand loyalty difficult. As brands aim to connect with Hispanic women and become part of their consideration set, it is not easy to stand out in a market that offers so many options.

This report looks at the following areas:

- As Hispanic women get older, their engagement with beauty products decreases
- Brand loyalty can be evasive
- The importance of in-store presence
- Bicultural Hispanic women reacting to both English and Spanish-language ads

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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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