

Hispanic Beauty Consumer - US - March 2018

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Hispanics' expenditures growth on beauty products has come to a standstill. While the Hispanic market is young, which favors engagement, Hispanics also tend to be value oriented. The challenge for beauty brands is to transform the interest Hispanic women have in beauty trends into action.

This report looks at the following areas:

To do that, brands may need to incorporate functional claims, such as effective results, and products with benefits that can address their beauty concerns. Products and their benefits have to be tangible.

- Higher engagement brings challenges to beauty brands
- Highlighting core needs may not be enough

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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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