



## September 2020

### Marketing to Hispanic Moms: Incl Impact of COVID-19 - US

“COVID-19 has disrupted Hispanic moms’ lives, bringing uncertainty for the future. In response, Hispanic moms are taking control of what they can to protect their families. Beyond COVID-19, Hispanic moms have high expectations about their children’s future. They see education as a priority and want to walk side by side ...

### Marketing to Black Moms: Incl Impact of COVID-19 - US

“Black moms are aware of the unique parenting challenges they face this year amid COVID-19 and an intensified focus on social justice. However, they want to avoid making their kids fearful of the world, and instead give them confidence to overcome any challenge they face. Their primary focus is their ...

### Black Haircare: Incl Impact of COVID-19 - US

“A majority of Black consumers say that their priorities about their appearance have not changed during the pandemic, which gives insight into their regard for personal style. Hair is foundational to Black consumers’ looks, so they will continue to buy haircare products during lean economic times. However, people in a ...

### Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

“The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

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### Black Consumers and Color Cosmetics: Incl Impact of COVID-19 - US

“Makeup is more than just part of a grooming routine for Black women. It is more like a coat of armor that represents who she is to the world, as well a way to secure her own personal sense of self. Social distancing due to COVID-19 has reduced her occasions ...

### Hispanics and Color Cosmetics: Incl Impact of COVID-19 - US

“COVID-19 has disrupted Hispanic women’s color cosmetics use, shopping patterns and relationship with makeup. However, while engagement will dip due to changes to lifestyle as a result of the pandemic, Hispanic women are a key segment as they tend to use a wider variety of cosmetics products and wearing makeup ...