

Hispanic Consumers' Haircare, Beauty and Grooming Products - US - September 2014

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Hispanics tend to overindex on spending and use of most beauty product categories. However, competing in this market is not easy as brand usage tends to be very fragmented. In this environment, brands that learn to use recommendations from friends and family in their favor may have an opportunity to start making a difference.”
- Juan Ruiz, Senior Multicultural Analyst

This report looks at the following areas:

- Using a Hispanic spokesperson may not be enough to appeal to this market
- Appealing to Hispanics in a fragmented market
- Starting a relationship with Hispanics when they are young

The search and admiration for beauty are part of the Hispanic culture. Spanish-language TV as well as Spanish-language publications emphasize this and give significant coverage to the subject of beauty that is not seen in their English-language counterparts. Moreover, appearances are important to Hispanics and there is the belief that looks are a reflection of how well one is doing in life. It is in this context that Hispanics represent an important target for beauty brands. While Hispanics overindex in the usage of most beauty categories, brand usage is very fragmented. There are opportunities for brands to gain share; however, for that to happen, brands need to invest in learning about the similarities and differences of this market as well as deliver what they promise.

This is the first report that Mintel has produced on Hispanics' haircare, beauty and grooming products. However, readers may also be interested in Mintel's *Hispanics and Personal Care – US, September 2013* and *The Shopping Experience of Hispanic Consumers – US, April 2014*.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Hispanic Consumers' Haircare, Beauty and Grooming Products - US - September 2014

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Scope and Themes

What you need to know

Definition

Data sources

Consumer survey data

Expenditure data

Abbreviations and terms

Abbreviations

Terms

Acculturation

Figure 1: Hispanics by level of acculturation, March 2014

Figure 2: Hispanics' gender, age, household income, and language spoken at home, by level of acculturation, March 2014

Executive Summary

Hispanics spent \$3.8 billion on beauty products in 2012

Figure 3: Average expenditures for personal care products and beauty products, by Hispanic and non-Hispanic households, indexed to all households, 2012

Hispanic women's usage of beauty products is higher on all categories when compared to non-Hispanic women

Figure 4: Women's usage of beauty products, by Hispanic origin, January 2013-March 2014

Conditioning, styling, coloring more prevalent among Hispanics

Figure 5: Usage of hair products, by Hispanic origin, January 2013-March 2014

The use of moisturizers is common among Hispanics, but lip care and sun care products have significant room to grow

Figure 6: Usage of skin products, by Hispanic origin, January 2013-March 2014

Hispanic consumers are highly engaged in the fragrance category

Figure 7: Usage of fragrances, by Hispanic origin, January 2013-March 2014

Younger Hispanics spend more time on grooming routine

Figure 8: Time Hispanics spend on grooming routine, by gender and age, March 2014

Link between looks and success diminishes with acculturation

Figure 9: Hispanics' attitudes toward looks, by level of acculturation, March 2014

Unacculturated Hispanics enjoy uncovering what the market has to offer

Figure 10: Hispanics' attitudes toward beauty products, by level of acculturation, March 2014

What we think

Issues and Insights

Using a Hispanic spokesperson may not be enough to appeal to this market

The issues:

The implications:

Appealing to Hispanics in a fragmented market

The issues:

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Hispanic Consumers' Haircare, Beauty and Grooming Products - US - September 2014

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The implications:

Starting a relationship with Hispanics when they are young

The issues:

The implications:

Trend Application

Trend: Open Diary

Trend: Patriot Games

Trend: Man in the Mirror

Hispanic Expenditures on Beauty Products

Key points

Personal care spending increasing slightly

Figure 11: Average expenditures by Hispanic households for personal care products and services, at current prices, three-year rolling averages, 2007-12

Figure 12: Average expenditures by Hispanic households for beauty products, at current prices, three-year rolling averages, 2007-12

Hispanics overindex on beauty product spending

Figure 13: Average expenditures for personal care products, by Hispanic and non-Hispanic households, indexed to all households, 2012

Innovations and Innovators

OPI Nail Studio

Figure 14: OPI Nail Studio, August 2014

People en Español – Cambia tu look (Change your look)

Figure 15: Screenshot of "Cambia tu look" (Change your look) site at Peopleenespanol.com, August 2014

Marketing Strategies

Theme: Becoming part of their relationships

Avon – Direct selling

Theme: Engage them through participation

Head & Shoulders – #PartOfOurFamily

Figure 16: Video of Sofia Vergara and family for Head & Shoulders, March 2014

Figure 17: Head & Shoulders Twitter page, August 2014

Theme: Emphasize attributes that are important to them

AVEENO – Active Naturals

Figure 18: AVEENO Daily Moisturizing Lotion and Body Wash commercial, Spanish, April 2014

Theme: Embrace their uniqueness

L'Oreal – True Match

Figure 19: L'Oreal True Match commercial, Zoe Saldana finds a true match for her skin tone, April 2014

Social Media

Key findings

Market overview

Key social media metrics

Figure 20: Key social media metrics for select beauty products, August 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Hispanic Consumers' Haircare, Beauty and Grooming Products - US - September 2014

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Brand usage and awareness

Figure 21: Brand usage and awareness levels for select beauty brands, March 2014

Interactions with beauty brands

Figure 22: interactions with select beauty brands, March 2014

Leading online campaigns

Celebrity spokespeople

Blogger outreach

What we think

Online conversations

Figure 23: Share of voice for select beauty products, by week, August 11, 2013-August 10, 2014

Where are Hispanics talking about beauty products?

Figure 24: Share of voice for select beauty products, by page type, August 11, 2013-August 10, 2014

What are Hispanics talking about?

Figure 25: Spanish language topics of conversations for select beauty brands, August 11, 2013-August 10, 2014

Beauty Products

Key points

Hispanic women's usage of beauty products is higher on all categories when compared to non-Hispanic women

Figure 26: Usage of beauty products, by Hispanic origin, January 2013-March 2014

Lipstick and lip gloss

Figure 27: Hispanics' lipstick and lip gloss usage, by age, January 2013-March 2014

Lipstick usage increases with age while lip gloss usage tends to decrease

Figure 28: Types of lipstick and lip gloss Hispanics use, by age, January 2013-March 2014

Younger Hispanic women experimenting more with brands

Figure 29: Brands of lipstick and lip gloss Hispanics use, by age, January 2013-March 2014

Mascara

Figure 30: Hispanics' mascara usage, by language spoken at home, January 2013-March 2014

As Hispanic women get older, they are less likely to use multiple mascara brands

Figure 31: Brands of mascara Hispanics use, by age, January 2013-March 2014

Cover Girl and Maybelline appeal to Hispanics regardless of the language

Figure 32: Brands of mascara Hispanics use, by language spoken at home, January 2013-March 2014

Nail polish and nail care

Figure 33: Hispanics' nail polish/nail care products usage, by age, January 2013-March 2014

Spanish-dominant Hispanic women do a lot of manual tasks at home, so having well-kept nails becomes a challenge

Figure 34: Hispanics' nail polish/nail care products usage, by language spoken at home, January 2013-March 2014

Personalized service influences nail polish/nail care products

Figure 35: Brands of nail polish/nail care products Hispanics use, by age, January 2013-March 2014

Most popular nail polish and nail care brands appeal to different sub-segments

Figure 36: Brands of nail polish/nail care products Hispanics use, by language spoken at home, January 2013-March 2014

Foundation/concealer make-up

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Hispanic Consumers' Haircare, Beauty and Grooming Products - US - September 2014

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 37: Hispanics' foundation/concealer make-up usage, by age, January 2013-March 2014

Cover Girl is the most popular brand, but market overall is fragmented

Figure 38: Brands of foundation/concealer make-up Hispanics use, by age, January 2013-March 2014

Two thirds of Hispanic foundation/concealer make-up users are open to use multiple foundation/concealer make-up brands

Figure 39: Brands of foundation/concealer make-up Hispanics use, by language spoken at home, January 2013-March 2014

Blusher/bronzer

Figure 40: Hispanics' blusher/bronzer usage, by household income, January 2013-March 2014

Hispanic market for blusher/bronzer is very fragmented

Figure 41: Brands of blusher/bronzer Hispanics use, by age, January 2013-March 2014

Hair Products

Key points

Conditioning, styling, and coloring more prevalent among Hispanics

Figure 42: Usage of hair products, by Hispanic origin, January 2013-March 2014

Shampoo

Figure 43: Hispanics' shampoo usage, by gender, January 2013-March 2014

The majority of Hispanics use just one brand of shampoo in a typical week

Figure 44: Brands of shampoo Hispanics use in a typical week, by gender, January 2013-March 2014

Hair conditioner/treatment

Figure 45: Hispanics' hair conditioner/treatment usage, by gender, January 2013-March 2014

Hair conditioner's usage increases as more English is spoken

Figure 46: Hispanics' hair conditioner/treatment usage, by language spoken at home, January 2013-March 2014

Hispanics gravitate toward well-known mass brands of hair conditioner

Figure 47: Brands of conditioner/treatment Hispanics use, by gender, January 2013-March 2014

Hair styling mousse, gels, spritz, creams, lotions, or tonic

Figure 48: Hispanics' use of hair styling mousse, gels, spritz, creams, lotions, or tonic, by gender, January 2013-March 2014

The usage of hair styling products decreases as Hispanic men age

Figure 49: Hispanics' use of hair styling mousse, gels, spritz, creams, lotions, or tonic, by age and gender, January 2013-March 2014

Hispanic men more brand loyal than Hispanic women when using hair styling products

Figure 50: Brands of hair styling products Hispanics use, by gender, January 2013-March 2014

Hair spray

Figure 51: Hispanics' use of hair spray, by gender, January 2013-March 2014

TRESemmé and Suave lead in hair spray usage

Figure 52: Brands of hair spray Hispanics use, by gender, January 2013-March 2014

Hair coloring

Figure 53: Hispanics' use of hair coloring, by gender and age, January 2013-March 2014

Fewer brands dominate the market with several different products

Figure 54: Brands of hair coloring products Hispanics use, by gender, January 2013-March 2014

Skin Care Products

Key points

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Hispanic Consumers' Haircare, Beauty and Grooming Products - US - September 2014

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The use of moisturizers is common among Hispanics, but lip care and sun care have significant room to grow

Figure 55: Usage of skin products, by Hispanic origin, January 2013-March 2014

Moisturizers

Figure 56: Hispanics' use of moisturizers, by gender, January 2013-March 2014

Besides Avon, mass brands dominate the moisturizer market

Figure 57: Brands of hair moisturizers Hispanics use, by gender, January 2013-March 2014

Lip care products

Figure 58: Hispanics' use of lip care products, by gender, January 2013-March 2014

Spanish-dominant Hispanic more hesitant to use lip care products

Figure 59: Hispanics' use of lip care products, by language spoken at home, January 2013-March 2014

Chapstick is popular among Hispanic men

Figure 60: Brands of lip care products Hispanics use, by gender, January 2013-March 2014

Facial cleaning/medicated products/toners

Figure 61: Hispanics' use of facial cleaning products, by gender, January 2013-March 2014

In a fragmented market, Neutrogena is leading the pack

Figure 62: Brands of facial cleaning products Hispanics use, by gender, January 2013-March 2014

Suntan/sunscreen, after-sun and sunless tanning products

Figure 63: Hispanics' use of suntan or sunscreen products, by gender, January 2013-March 2014

Usage of suntan or sunscreen products increases with acculturation

Figure 64: Hispanics' use of suntan or sunscreen products, by language spoken at home, January 2013-March 2014

Coppertone and Banana Boat are neck to neck in usage among Hispanics

Figure 65: Brands of suntan or sunscreen products Hispanics use, by gender, January 2013-March 2014

Fragrances

Key points

Hispanic consumers are highly engaged in the fragrance category

Figure 66: Usage of fragrances, by Hispanic origin, January 2013-March 2014

Perfume, cologne, and toilet water

Figure 67: Hispanics' use of perfume, cologne and toilet water, by gender, January 2013-March 2014

Usage of fragrances is not affected by age

Figure 68: Hispanics' use of perfume, cologne and toilet water, by age, January 2013-March 2014

Hispanics use a variety of perfume, cologne, toilet water

Figure 69: Brands of perfume, cologne or toilet water products Hispanics use, by gender, January 2013-March 2014

After-shave lotion and cologne

Figure 70: Hispanic men's use of after-shave lotion and cologne, by age, January 2013-March 2014

Mass brands ahead of the pack for after shave and cologne

Figure 71: Brands of after-shave lotion of cologne Hispanics use, by age, January 2013-March 2014

Time Spent Daily on Grooming Routine

Key points

Yes, indeed; women spend more time than men getting ready

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Hispanic Consumers' Haircare, Beauty and Grooming Products - US - September 2014

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 72: Time Hispanics spend on grooming routine, by gender, March 2014

Younger Hispanics spend more time on grooming routine

Figure 73: Time Hispanics spend on grooming routine, by gender and age, March 2014

More acculturated Hispanics are faster in their grooming routines

Figure 74: Time spent on grooming routine, by level of acculturation, March 2014

Attitudes Toward Beauty

Key points

A look is worth a thousand words

Figure 75: Hispanics' attitudes toward looks, by gender, March 2014

Traditional roles tend to put pressure on how Hispanics should look

Figure 76: Hispanics' attitudes toward looks, by age, March 2014

Link between looks and success in life diminishes with acculturation

Figure 77: Hispanics' attitudes toward looks, by level of acculturation, March 2014

Importance of beauty products

Figure 78: Hispanics' attitudes toward beauty products, by gender, March 2014

Hispanics are willing to pay more for products to achieve better results

Figure 79: Hispanics' attitudes toward beauty products, by household income, March 2014

Unacculturated Hispanics enjoy uncovering what the market has to offer

Figure 80: Hispanics' attitudes toward beauty products, by level of acculturation, March 2014

Beauty and me

Figure 81: Hispanics' attitudes toward culture and beauty, by gender, March 2014

Acculturated Hispanics less likely to think that their beauty reflects their culture

Figure 82: Hispanics' attitudes toward culture and beauty, by acculturation model, March 2014

Latin Americans are no more concerned than US Hispanics about looking good

Figure 83: Hispanics' attitudes toward beauty and Latin America, by level of acculturation, March 2014

Decision Influencers

Key points

Recommendations are key to encourage product trial

Figure 84: Purchase decision influencers, by gender, March 2014

The weight of recommendations increases with age

Figure 85: Purchase decision influencers, by age, March 2014

Unacculturated Hispanics are more influenced by recommendations

Figure 86: Purchase decision influencers, by level of acculturation, March 2014

Buying Power of US Hispanics

Key points

Hispanics' purchasing power growth between 1990 and 2018 is projected to be 666%

Figure 87: Purchasing power, by race/Hispanic origin, 1990-2018

Figure 88: Purchasing power, by race/Hispanic origin, 1990-2018

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com

Hispanic Consumers' Haircare, Beauty and Grooming Products - US - September 2014

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 89: Top 10 states ranked by share of Hispanic buying power, rank by Hispanic share of buying power by state, 2013

Figure 90: Top 10 states ranked by dollar amount of Hispanic buying power, 2013

US household income distribution

Figure 91: Median household income, by race and Hispanic origin of householder, 2012

Demographic Profile of US Hispanics

Key points

Population trends

Figure 92: Population by race and Hispanic origin, 2009-19

Figure 93: Population, by race and Hispanic origin, 1970-2020

Figure 94: Asian, Black, and Hispanic populations, 1970-2020

Hispanic share of births

Figure 95: Distribution of births, by race and Hispanic origin of mother, 2002-12

The Hispanic and total US population by age

Figure 96: Hispanic share of the population, by age, 2009-19

The Hispanic and total US population by gender

Figure 97: Population, by gender and Hispanic origin, 2009-19

Figure 98: Age distribution of women, by Hispanic origin, 2014

Figure 99: Age distribution of men, by Hispanic origin, 2014

Characteristics

Marital status

Figure 100: Marital status of people aged 18 or older, by race and Hispanic origin, 2013

Figure 101: Marital status of Hispanics, by age, 2013

Figure 102: Gender ratio, by age and Hispanic origin, 2014

Household size

Figure 103: Average household size and average number of adults and children in households, by race and Hispanic origin, 2013

Children in the household

Figure 104: Households, by presence and ages of own children, 2013

Generations

Figure 105: Generations, by Hispanic origin, 2014

Figure 106: Distribution of generations by race and Hispanic origin, 2014

Hispanics by country of origin/heritage

Figure 107: Hispanic population, by country of origin/heritage

Mexicans (63% of US Hispanics)

Figure 108: Number of tortilla-related products launched per year in the US, 1996-2013

Puerto Ricans (9% of US Hispanics)

Cubans (4% of US Hispanics)

Dominicans (3% of US Hispanics)

Central Americans (8% of US Hispanics)

South Americans (5% of US Hispanics)

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Hispanic Consumers' Haircare, Beauty and Grooming Products - US - September 2014

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 109: US Hispanic population, by country of origin/heritage, 2000-10

Figure 110: Largest* Hispanic groups, by region, by country of origin/ancestry, 2010

Hispanics by geographic concentration

Figure 111: Hispanic population, by region of residence, 2000-10

Figure 112: Hispanic or Latino population as a percentage of total population by county, 2010

States with the most Hispanic population growth

Figure 113: States ranked by change in Hispanic population, 2000-10

Figure 114: Percent change in Hispanic or Latino population by county, 2000-10

Key Hispanic metropolitan areas

Figure 115: Metropolitan areas with the largest number of Hispanic residents, by country of origin/ancestry, 2010

Hispanics online

Figure 116: Internet use among Hispanics aged 18+, 2013

Acculturation

What is acculturation?

Figure 117: Acculturation diagram

Figure 118: Variables that affect acculturation

Why is level of acculturation important?

Levels of acculturation

Figure 119: Characteristics of primary acculturation levels

What is retroacculturation?

Appendix – Other Useful Consumer Tables

Beauty products

Lipstick and lip gloss

Figure 120: Brands of lipstick and lip gloss Hispanics use, by language spoken at home, January 2013-March 2014

Mascara

Figure 121: Hispanics' mascara usage, by age, January 2013-March 2014

Foundation/concealer make-up

Figure 122: Hispanics' foundation/concealer make-up usage, by language spoken at home, January 2013-March 2014

Blusher/bronzer

Figure 123: Hispanics' blusher/bronzer usage, by age, January 2013-March 2014

Figure 124: Hispanics' blusher/bronzer usage, by language spoken at home, January 2013-March 2014

Figure 125: Brands of blusher/bronzer Hispanics use, by language spoken at home, January 2013-March 2014

Hair products

Shampoo

Figure 126: Hispanics' shampoo usage, by age, January 2013-March 2014

Figure 127: Hispanics' shampoo usage, by language spoken at home, January 2013-March 2014

Figure 128: Brands of shampoo Hispanics use in a typical week, by age, January 2013-March 2014

Figure 129: Brands of shampoo Hispanics use in a typical week, by language spoken at home, January 2013-March 2014

Hair conditioner/treatment

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Hispanic Consumers' Haircare, Beauty and Grooming Products - US - September 2014

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 130: Hispanics' hair conditioner/treatment usage, by age, January 2013-March 2014

Figure 131: Brands of conditioner/treatment Hispanics use, by age, January 2013-March 2014

Figure 132: Brands of conditioner/treatment Hispanics use, by language spoken at home, January 2013-March 2014

Hair styling mousse, gels, spritz, creams, lotions, or tonic

Figure 133: Hispanics' use of hair styling mousse, gels, spritz, creams, lotions, or tonic, by age, January 2013-March 2014

Figure 134: Hispanics' use of hair styling mousse, gels, spritz, creams, lotions, or tonic, by language spoken at home, January 2013-March 2014

Figure 135: Brands of hair styling products Hispanics use, by age, January 2013-March 2014

Figure 136: Brands of hair styling products Hispanics use, by language spoken at home, January 2013-March 2014

Hair spray

Figure 137: Hispanics' use of hair spray, by age, January 2013-March 2014

Figure 138: Hispanics' use of hair spray, by language spoken at home, January 2013-March 2014

Figure 139: Brands of hair spray Hispanics use, by age, January 2013-March 2014

Figure 140: Brands of hair spray Hispanics use, by language spoken at home, January 2013-March 2014

Hair coloring

Figure 141: Hispanics' use of hair coloring, by gender, January 2013-March 2014

Figure 142: Hispanics' use of hair coloring, by age, January 2013-March 2014

Figure 143: Hispanics' use of hair coloring, by language spoken at home, January 2013-March 2014

Figure 144: Brands of hair coloring products Hispanics use, by age, January 2013-March 2014

Figure 145: Brands of hair coloring products Hispanics use, by language spoken at home, January 2013-March 2014

Skin care products

Moisturizers

Figure 146: Hispanics' use of moisturizers, by age, January 2013-March 2014

Figure 147: Hispanics' use of moisturizers, by language spoken at home, January 2013-March 2014

Figure 148: Brands of hair moisturizers Hispanics use, by age, January 2013-March 2014

Figure 149: Brands of hair moisturizers Hispanics use, by language spoken at home, January 2013-March 2014

Lip care products

Figure 150: Hispanics' use of lip care products, by age, January 2013-March 2014

Figure 151: Brands of lip care products Hispanics use, by age, January 2013-March 2014

Figure 152: Brands of lip care products Hispanics use, by language spoken at home, January 2013-March 2014

Facial cleaning/medicated products/toners

Figure 153: Hispanics' use of facial cleaning products, by age, January 2013-March 2014

Figure 154: Hispanics' use of facial cleaning products, by age, January 2013-March 2014

Figure 155: Brands of facial cleaning products Hispanics use, by age, January 2013-March 2014

Figure 156: Brands of facial cleaning products Hispanics use, by language spoken at home, January 2013-March 2014

Suntan or sunscreen products

Figure 157: Hispanics' use of suntan or sunscreen products, by age, January 2013-March 2014

Figure 158: Brands of suntan or sunscreen products Hispanics use, by age, January 2013-March 2014

Figure 159: Brands of suntan or sunscreen products Hispanics use, by language spoken at home, January 2013-March 2014

Fragrances

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Hispanic Consumers' Haircare, Beauty and Grooming Products - US - September 2014

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Perfume, cologne, and toilet water

Figure 160: Hispanics' use of perfume, cologne and toilet water, by language spoken at home, January 2013-March 2014

Figure 161: Brands of perfume, cologne or toilet water products Hispanics use, by age, January 2013-March 2014

Figure 162: Brands of perfume, cologne or toilet water products Hispanics use, by language spoken at home, January 2013-March 2014

After-shave lotion and cologne

Figure 163: Hispanics' use of after-shave lotion and cologne, by age, January 2013-March 2014

Figure 164: Brands of after-shave lotion of cologne Hispanics use, by language spoken at home, January 2013-March 2014

Time spent on grooming routine every day

Figure 165: Time Hispanics spend on grooming routine, by age, March 2014

Figure 166: Time Hispanics spend on grooming routine, by household income, March 2014

Figure 167: Time Hispanics spend on grooming routine, by language primarily spoken in the home, March 2014

Figure 168: Time Hispanics spend on grooming routine, by region, March 2014

Figure 169: Time Hispanics spend on grooming routine, by gender and parent with children in household, March 2014

Hispanics' attitudes toward looks

Figure 170: Hispanics' attitudes toward looks, by household income, March 2014

Figure 171: Hispanics' attitudes toward looks, by language primarily spoken in the home, March 2014

Figure 172: Hispanics' attitudes toward looks, by region, March 2014

Figure 173: Hispanics' attitudes toward looks, by gender and parent with children in household, March 2014

Hispanics' attitudes toward beauty products

Figure 174: Hispanics' attitudes toward beauty products, by age, March 2014

Figure 175: Hispanics' attitudes toward beauty products, by language primarily spoken in the home, March 2014

Figure 176: Hispanics' attitudes toward beauty products, by region, March 2014

Figure 177: Hispanics' attitudes toward beauty products, by gender and parent with children in household, March 2014

Hispanics' attitudes toward culture and beauty

Figure 178: Hispanics' attitudes toward culture and beauty, by age, March 2014

Figure 179: Hispanics' attitudes toward culture and beauty, by household income, March 2014

Figure 180: Hispanics' attitudes toward culture and beauty, by language primarily spoken in the home, March 2014

Figure 181: Hispanics' attitudes toward culture and beauty, by region, March 2014

Figure 182: Hispanics' attitudes toward culture and beauty, by gender and parent with children in household, March 2014

Attitudes toward beauty products and Latin America

Figure 183: Hispanics' attitudes toward beauty and Latin America, by gender, March 2014

Figure 184: Hispanics' attitudes toward beauty and Latin America, by age, March 2014

Figure 185: Hispanics' attitudes toward beauty and Latin America, by household income, March 2014

Figure 186: Hispanics' attitudes toward beauty and Latin America, by language primarily spoken in the home, March 2014

Figure 187: Hispanics' attitudes toward beauty and Latin America, by region, March 2014

Figure 188: Hispanics' attitudes toward beauty and Latin America, by gender and parent with children in household, March 2014

Decision influencers

Figure 189: Purchase decision influencers, by household income, March 2014

Figure 190: Purchase decision influencers, by language primarily spoken in the home, March 2014

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Hispanic Consumers' Haircare, Beauty and Grooming Products - US - September 2014

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 191: Purchase decision influencers, by region, March 2014

Figure 192: Purchase decision influencers, by gender and parent with children in household, March 2014

Appendix – Social Media

Brand usage or awareness

Figure 193: Brand usage or awareness, March 2014

Figure 194: Avon usage or awareness, by demographics, March 2014

Figure 195: Clinique usage or awareness, by demographics, March 2014

Figure 196: Suave usage or awareness, by demographics, March 2014

Figure 197: Neutrogena usage or awareness, by demographics, March 2014

Figure 198: Dove usage or awareness, by demographics, March 2014

Figure 199: Head & Shoulders usage or awareness, by demographics, March 2014

Key social media metrics

Figure 200: Key social media metrics for select beauty brands, August 2014

Online conversations

Figure 201: Share of voice for select beauty products, by week, August 11, 2013-August 10, 2014

Figure 202: Share of voice for select beauty products, by page type, August 11, 2013-August 10, 2014

Figure 203: Spanish language topics of conversations for select beauty brands, August 11, 2013-August 10, 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com