

# Black Consumers' Beauty and Grooming Products - US - September 2014

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

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“Black consumers are engaged with and passionate about their beauty and grooming regimen. Being seen as well-groomed – from haircare to skin products to fragrances and nail care – all play an important role in how they present themselves to the world, not to mention how it makes them feel about themselves: clean, confident, sexy, attractive, approachable, professional, healthy, etc.”  
– Tonya Roberts, Multicultural Analyst

## This report looks at the following areas:

- How do Black consumers define beauty?
- What are some of the top concerns Black consumers have when it comes to beauty and grooming products?
- What can brands do to attract Black consumers?

For Black consumers, image is everything – a person's first impression, even at a glance, says a lot about who they are. Black consumers want to be seen as trendy, stylish, smart, attractive, and well-groomed. Beauty and grooming products play a major role in shaping the image they want to project, and how they feel about themselves.

This report examines Black consumers' attitudes and behaviors toward beauty and grooming products, and covers the following categories:

- Haircare: Shampoos, conditioners, styling products, etc
- Shaving and hair removal: Razors, waxing, salon services
- Cosmetics/make-up: Foundation/powder, mascara, eye shadow, eyeliner, lipstick/gloss, etc
- Skincare: Facial care, body wash/soap, body moisturizers/lotion/cream, etc
- Fragrances and scent palette
- Nail care

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## Table of Contents

### Scope and Themes

- What you need to know
- Definition
- Data sources
- Consumer survey data
- Consumer qualitative research
- Abbreviations and terms
- Abbreviations
- Terms

### Executive Summary

- The consumer
- Attitudes toward beauty and grooming
  - Figure 1: Agreement that Black people define beauty differently from non-Blacks, by gender and age, May 2014
- Salon services regimen
- Beauty and grooming product and brand usage
  - Figure 2: Types of beauty/grooming products Black consumers used in the last 12 months, by gender, May 2014
- Scent palette
  - Figure 3: Type of scents Blacks prefer – Any product, May 2014
- Haircare
- Shaving and hair removal
- Facial care
- Body washes and soap
- Body moisturizers, lotions, and creams
- Fragrances and body sprays
- Nail care
- Women and cosmetics
  - Figure 4: Types of cosmetics Black women use, May 2014
- Men and grooming
- What we think

### Issues and Insights

- How do Black consumers define beauty?
- The issues
  - Figure 5: Collage of Qualboard quotes and images of Black consumers' definition of beauty, July 2014
- The implications
  - What are some of the top concerns Black consumers have when it comes to beauty and grooming products?
- The issues

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## The implications

What can brands do to attract Black consumers?

The issues

The implications

## Trend Application

Trend: Many Mes

Trend: Immaterial World

Trend: Extend My Brand

## The Market for the Black Beauty Consumer

### Key points

Huge discrepancy in reported versus actual beauty expenditures

Black men are a missed opportunity, often ignored

Figure 6: Types of beauty/grooming products Black men used in the last 12 months, May 2014

Mainstream brands need to step up, offer color palette for Blacks

Fragrance industry may be taking the Black dollar for granted

## Leading Companies

### Key points

Unilever

Brand Spotlight: Axe

Brand Spotlight: Dove

Proctor & Gamble

Brand spotlight: CoverGirl Queen

Estée Lauder Companies

Brand spotlight: MAC

Limited Brands Inc.

Brand Spotlight: Bath & Body Works

Brand Spotlight: Victoria's Secret/PINK

Other notable companies

Fashion Fair

Black Opal

IMAN

Coco Rae

## Innovations and Innovators

Sephora, IMAN Cosmetics make color matching a breeze

Dior encourages fragrance layering with its Les Élixirs Précieux line

Figure 7: Cuir Cannage perfume from the La Collection Privée Christian Dior line

DooBop curates cosmetics for women of color

CurlBox, We Are Onyx aim to become the BirchBox for Black women

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Overview of the brand landscape  
 Brand analysis: Fashion Fair Cosmetics  
 Brand analysis: IMAN Cosmetics  
 Brand analysis: Dr. Miracles  
 Brand analysis: SheaMoisture  
 Overview of Mintel's Black advertising segments  
 Cluster #1: Cultural Activist (47% of the Black population)  
 Cluster #2: Cultural-istics (34% of the Black population)  
 Cluster #3: Cultural Advocates (19% of the Black population)

## Social Media

Key points  
 Market overview  
 Key social media metrics  
 Figure 8: Key social media metrics, August 2014  
 Brand usage and awareness  
 Figure 9: Brand usage and awareness for select beauty product brands, May 2014  
 Interactions with beauty product brands  
 Figure 10: Interactions with select beauty product brands, May 2014  
 Leading online campaigns  
 Mobile apps  
 Empowering women  
 What we think  
 Online conversations  
 Figure 11: Online conversations around select beauty product brands, by week, Aug. 25, 2013-Aug. 24, 2014  
 Where are people talking about beauty products?  
 Figure 12: Online conversations around select beauty product brands, by page type, Aug. 25, 2013-Aug. 24, 2014  
 What are people talking about?  
 Figure 13: Topics of conversations for select beauty product brands, Aug. 25, 2013-Aug. 24, 2014

## Attitudes toward Beauty and Grooming

Key points  
 Half of Blacks believe they define beauty differently from non-Blacks  
 Figure 14: Attitudes toward haircare/beauty, by gender and age, May 2014  
 Beauty truly is in the eye of the beholder  
 Figure 15: Collage of Qualboard quotes and images of Black consumers' definition of beauty, July 2014  
 Blacks want more products catering to their needs  
 Figure 16: Attitudes toward personal care products, July 2013  
 Women feel more strongly about shopping for and trying new products, despite unmet needs  
 Figure 17: Attitudes toward personal care products, by gender, July 2013

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## Salon Services Regimen

### Key points

Blacks get a range of beauty/grooming services done regularly

Figure 18: Frequency of having beauty/grooming services done professionally, May 2014

Three in 10 men get manicures, pedicures, and body wraps or scrubs

Figure 19: Beauty/grooming services Black consumers have done professionally, by gender, May 2014

Blacks aged 18-34 are significantly more likely to get anti-aging treatments

Figure 20: Beauty/grooming services Black consumers have done professionally, by age, May 2014

## Beauty and Grooming Product and Brand Usage

### Key points

Women are more engaged than men in beauty regimen at home

Figure 21: Types of beauty/grooming products Black consumers used in the last 12 months, by gender, May 2014

People aged 18-34 more likely to use facial products, older people more into fragrances

Figure 22: Types of beauty/grooming products Black consumers used in the last 12 months, by age, May 2014

Unilever is leading parent company, attributed to Vaseline, Dove, Axe

Figure 23: Parent brand of body products used at home, by gender, May 2014

People aged 35+ more likely to use Estée Lauder, 18-34s use Johnson & Johnson products

Figure 24: Parent brands of body products used at home, by age, May 2014

### Qualitative brand personification

Brand personification: Dove

Brand personification: Axe

Brand personification: MAC

Brand personification: Gillette

Brand personification: Pantene

## Scent Palette

### Key points

Scent plays a major role in shaping image, evoking emotions

Figure 25: Attitudes toward scent and personal care products, July 2013

Men love scented products, too

Figure 26: Attitudes toward scent and personal care products, by gender, July 2013

Nine out of 10 Blacks want scented body and hair products

Figure 27: Types of scents Blacks prefer, by product type, May 2014

Figure 28: Types of scents Blacks prefer – Any product, by gender, May 2014

Blacks aged 18-34 are scent enthusiasts

Figure 29: Types of fragrance scents Blacks prefer – Any scents, by age, May 2014

Black men more likely than White men to wear aftershave

Black men prefer fresh scents, except cologne where variety is accepted

Figure 30: Scented products men prefer, by type of body product, May 2014

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Figure 31: Scented products women prefer, by type of body product, May 2014

## Haircare

### Key points

**Men and people aged 55+ are less likely to use styling products**

Figure 32: Types of haircare products used, by gender, May 2014

Figure 33: Types of haircare products used, by age, May 2014

**Blacks look for different benefits in hair products than Whites**

Figure 34: Benefits sought in shampoo and conditioner, by race/Hispanic origin, January 2014

**Product claims need to say it smells good and it's for Black hair**

Figure 35: Product claims sought in shampoo and conditioner, by race/Hispanic origin, January 2014

**Six in 10 Blacks interested in BB or CC creams for hair**

Figure 36: Interest in new hair product innovations, by race/Hispanic origin, January 2014

**Blacks interested in anti-aging haircare products**

Figure 37: Attitudes toward anti-aging and hair damage, by race/Hispanic origin, January 2014

## Shaving and Hair Removal

### Key points

**Blacks more likely to shave head, less likely to remove underarm and leg hair**

Figure 38: Areas on the body that consumers remove hair, by race/Hispanic origin, July 2014

**Most Blacks use razors to remove body hair**

Figure 39: Hair removal categories used at home, by race/Hispanic origin, July 2014

**Blacks use disposable razors and shaving cream to help remove hair**

Figure 40: Types of hair removal used at home, by race/Hispanic origin, July 2014

**Shaving and waxing are top professional hair removal services**

Figure 41: Types of professional hair removal services used, by race/Hispanic origin, July 2014

**Blacks want razors with lubrication and strips to notify them when blade needs changing**

Figure 42: Interest in trying new hair removal innovation, by race/Hispanic origin, July 2014

**Blacks prefer brand names, private label not seen as effective**

Figure 43: Shaving habits and brand preferences, by race/Hispanic origin, July 2014

**Women use Gillette, while men use Wahl shavers and trimmers**

Figure 44: Brands of shavers/trimmers used, by gender, May 2014

## Facial Care

### Key points

**Blacks more likely than Whites to use acne treatment**

Figure 45: Types of facial products used on a regular basis, by race/Hispanic origin, March 2014

**Men more likely to use Black skincare brands, twice as likely to use SheaMoisture**

Figure 46: Facial care brands used at home, by gender, May 2014

**Older women twice as likely as 18-34s to use P&G and Estée Lauder brands**

Figure 47: Facial care brands used at home, by age, May 2014

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## Body Wash and Soap

### Key points

Blacks much more likely than Whites to use bar soap and liquid body wash

Figure 48: Types of bath/body products used, by race/Hispanic origin, January 2014

Different messages needed to communicate product benefits

Figure 49: Liquid body wash/bath product benefits sought, by race/Hispanic origin, January 2014

Blacks want body cleansers rich in moisture and long-lasting freshness

Figure 50: Interest in product claims for bath/shower cleansers, by race/Hispanic origin, January 2014

Men use Axe, while women use Dove or Bath & Body Works cleansers

Figure 51: Body cleanser brands used at home, by gender, May 2014

## Body Moisturizers, Lotions, and Cream

### Key points

Blacks are more likely than Whites to use lotions, body oils, and butters

Figure 52: Types of body moisturizers usage, by race/Hispanic origin, March 2014

Scent and moisturizers with shea and cocoa butter are important benefits

Figure 53: Benefits sought when choosing body moisturizers, by race/Hispanic origin, March 2014

Moisturizing is more important to Blacks than it is to others

Figure 54: Attitudes toward body moisturizers, by race/Hispanic origin, March 2014

Vaseline and Bath & Body Works are leading moisturizers

Figure 55: Body moisturizers/lotions used at home – preferred brands, by gender, May 2014

## Fragrances and Body Sprays

### Key points

Blacks significantly more likely than Whites to wear perfume and cologne

Figure 56: Types of fragrances worn, by race/Hispanic origin, May 2014

Black men significantly more likely than White men to wear aftershave

Figure 57: Incidence of men who wear aftershave, by race/Hispanic origin, May 2014

Perfume and cologne gift sets likely to have appeal

Figure 58: Types of scented bath and body products worn, by race/Hispanic origin, May 2014

Blacks buy what they like and brands they trust, little influence from others

Figure 59: Top factors that influence fragrance purchases, by race/Hispanic origin, May 2014

Blacks like variety, more than one third wear based on occasions

Figure 60: Attitudes toward the usage of fragrances, by race/Hispanic origin, May 2014

Natural and free from are appealing, so is anything that makes fragrance last longer

Figure 61: Interest in new fragrance claims and benefits, by race/Hispanic origin, May 2014

Smaller, travel sizes and free gift with purchase motivate Blacks to buy

Figure 62: Interest in packaging formats and promotions for fragrances, by race/Hispanic origin, May 2014

Body chemistry plays a role, most aren't receptive to fragrance as gift

Figure 63: Attitudes toward fragrances, by race/Hispanic origin, May 2014

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Women wear Bath & Body Works, Victoria's Secret, men wear Polo, Axe

Figure 64: Body fragrances used at home – preferred brand, by gender, May 2014

## Nail Care

### Key points

Black women more likely than Whites to get nail art and designs

Industry insight: what salon owners say

Blacks are more likely than Whites to get pedicures

Industry insight: what salon owners say

Figure 65: Types of nail services done by women, by race/Hispanic origin, October 2013

People polish nails at home, less likely to venture into nail art and design

Figure 66: Types of nail services women do at home, by race/Hispanic origin, October 2013

Revlon and Coty (OPI, Sally Hansen) leading nail care brands

Industry insight: what salon owners say

Figure 67: Nail care brands used at home, by women, May 2014

Age matters – Blacks aged 18-34 wear OPI, while 55+ wear Avon

Figure 68: Nail care brands used at home, by age, May 2014

## Women and Cosmetics

### Key points

Half of women want all-natural cosmetics

Figure 69: Attitudes toward haircare/beauty, by gender, May 2014

More than 80% of Black women use some type of make-up

Figure 70: Types of cosmetics Black women use, May 2014

Women aged 18-34 wear more cosmetics than older women

Figure 71: Types of cosmetics Black women use, by age, May 2014

Estée Lauder and L'Oréal are leading parent cosmetic brands

Figure 72: Cosmetics brands Black women use, May 2014

Figure 73: Cosmetics brands Black women use, by age, May 2014

Women aged 18-34 use Black Opal, while older women use Fashion Fair

Figure 74: Black cosmetics brands Black women use, by age, May 2014

Figure 75: Mainstream cosmetics brands Black women use, by age, May 2014

## Men and Grooming

### Key points

Black men have considerably different views on grooming than Whites

Figure 76: Impact being well-groomed has on men's self-image, by race/Hispanic origin, August 2013

Black men are far more likely than Whites to use grooming products

Figure 77: Grooming products men use, by race/Hispanic origin, August 2013

Price influences selection, but not at the sacrifice of brand name

Figure 78: Factors that impact men's decision to purchase grooming products, by race/Hispanic origin, August 2013

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**Black men more likely to have facial hair, maintaining it is critical**

Figure 79: Men's attitudes toward hair and facial hair, by race/Hispanic origin, August 2013

**Men more accepting of manicures and pedicures than eyebrow waxing**

Figure 80: Attitudes toward haircare/beauty, by gender, May 2014

## Appendix: The US Black Population

Key points

**Buying power**

Figure 81: Buying power trends among Black consumers, 1990-2018 (projections)

**Black buying power is growing at a faster rate than that of White consumers**

Figure 82: Changes in buying power, by race, June 2013

**Black buying power more than \$1 trillion**

Figure 83: Top 10 states or areas ranked by share of Black buying power, 2013

**Top 10 states with highest buying power represent two thirds of buying power**

Figure 84: Top 10 states ranked by value of Black buying power, 2013

## Appendix: Population statistics

**Black population growing at a faster rate than Whites**

Figure 85: Population by race and Hispanic origin, 2009-19

**Black population growth slows**

Figure 86: Asian, Black, and Hispanic populations, 1970-2020

**Children <18 years old account for 27% of Black population**

Figure 87: Black population, by age, 2009-19

**Geographic concentration**

**Majority of Blacks reside in the South; a different marketing approach may be needed**

Figure 88: Black geographic concentration, by region, 2010

**Population grows in the South, reverse migration may be occurring**

Figure 89: Top 20 states or areas with highest Black population and percentage change from 2000-10, 2010

**New York, Chicago, Philadelphia, Detroit, and Houston are top Black metros**

Figure 90: Top 10 cities with the largest number of Blacks, 2010

**More than 80% of Detroit's and Jackson's population is Black**

Figure 91: Top 10 cities with the highest percentage of Blacks, 2010

**Gender**

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

Figure 93: Women by race and Hispanic origin, 2009-19

**Generations**

**Generation and Millennials represent nearly half of Black population**

Figure 94: Population of generations, by race/Hispanic origin, 2014

Figure 95: Distribution of population by race and generation, 2014

**Marital status**

**Only one third of Blacks are married, compared to 50% or more of others**

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Figure 96: Percentage of married and not married people aged 18 or older, by race and Hispanic origin, 2013

## Blacks twice as likely never to marry

Figure 97: Marital status of adults aged 18 or older, by race/Hispanic origin, 2013

Figure 98: Marital status of Blacks, by age, 2013

Figure 99: Marital status of Black adults, by gender, 2013

## Parental status

### One third of Black households are headed by women

Figure 100: Households type, by race of householder, 2013

### More Black children born to unmarried women in 2012

Figure 101: Fertility rate, by race and Hispanic origin of mother, 2002-12

Figure 102: Percentage of births to unmarried mothers, by race and Hispanic origin of mother, 2002 and 2012

Figure 103: Households with own children, by race and Hispanic origin of householder, 2013

Figure 104: Who children live with, by race and Hispanic origin, 2012

Figure 105: Black households, by presence and ages of own children, 2013

## Education

### Majority of Blacks seek college, while others may be relying on entrepreneurship

Figure 106: Educational attainment of Blacks aged 25 or older, by age, 2012

## Income

### Blacks have lower household incomes, attributed to several factors besides occupation

Figure 107: Median household income, by race and Hispanic origin of householder, 2012

Figure 108: Household income distribution by race and Hispanic origin of householder, 2012

## Appendix: Other Useful Social Media Tables

### Brand usage or awareness

Figure 109: Brand usage or awareness, May 2014

Figure 110: IMAN Cosmetics usage or awareness, by demographics, May 2014

Figure 111: Fashion Fair usage or awareness, by demographics, May 2014

Figure 112: Black Radiance usage or awareness, by demographics, May 2014

Figure 113: Black Opal usage or awareness, by demographics, May 2014

Figure 114: MAC Cosmetics usage or awareness, by demographics, May 2014

Figure 115: Bobbi Brown usage or awareness, by demographics, May 2014

### Activities done

Figure 116: Activities done, May 2014

### Key social media metrics

Figure 117: Key social media metrics for select beauty product brands, August 2014

### Online conversations

Figure 118: Online conversations around select beauty product brands, by week, Aug. 25, 2013-Aug. 24, 2014

Figure 119: Online conversations around select beauty product brands, by page type, Aug. 25, 2013-Aug. 24, 2014

Figure 120: Topics of conversations for select beauty product brands, Aug. 25, 2013-Aug. 24, 2014

## Appendix: Other Useful Consumer Tables

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## Gender

Figure 121: Beauty/grooming services Black consumers do once a month or more, by gender, May 2014

Figure 122: Nail care brands used at home, by gender, May 2014

## Age

Figure 123: Beauty/grooming services Black consumers do once a month or more, by age, May 2014

Figure 124: Bath/shower wash scents preferred, by age, May 2014

Figure 125: Body moisturizer scents preferred, by age, May 2014

Figure 126: Haircare products scents preferred, by age, May 2014

Figure 127: Cologne/perfumes scents preferred, by age, May 2014

Figure 128: Body cleanser brands used at home, by age, May 2014

Figure 129: Body moisturizers/lotion brands used at home, by age, May 2014

Figure 130: Body fragrance brands used at home, by age, May 2014

Figure 131: Attitudes toward haircare/beauty, by age, May 2014

Figure 132: Nail care brands used at home, by age, May 2014

Figure 133: Types of cosmetic brands Black women use – Catalog brands, by age, May 2014

Figure 134: Types of cosmetic brands Black women use – P&G, by age, May 2014

Figure 135: Types of cosmetic brands Black women use – L'Oréal, by age, May 2014

Figure 136: Types of cosmetic brands Black women use – LVMH, by age, May 2014

Figure 137: Types of cosmetic brands Black women use – Estée Lauder, by age, May 2014

Figure 138: Types of cosmetic brands Black women use – Shiseido, by age, May 2014

Figure 139: Types of cosmetic brands Black women use – Markwins, by age, May 2014

## Household income

Figure 140: Attitudes toward haircare/beauty, by household income, May 2014

Figure 141: Beauty/grooming services Black consumers do, by household income, May 2014

Figure 142: Beauty/grooming services Black consumers do once a month or more, by household income, May 2014

Figure 143: Types of beauty/grooming products Black consumers used in the last 12 months, by household income, May 2014

Figure 144: Parent brand of body products used at home, by household income, May 2014

Figure 145: Types of scents Blacks prefer – Any product, by household income, May 2014

Figure 146: Bath/shower wash scents preferred, by household income, May 2014

Figure 147: Body moisturizer scents preferred, by household income, May 2014

Figure 148: Haircare product scents preferred, by household income, May 2014

Figure 149: Cologne/perfume scents preferred, by household income, May 2014

Figure 150: Facial care brands used at home – Parent company, by household income, May 2014

Figure 151: Facial care brands used at home – Top 10, by household income, May 2014

Figure 152: Body cleanser brands used at home, by household income, May 2014

Figure 153: Body moisturizers/lotion brands used at home, by household income, May 2014

Figure 154: Body fragrance brands used at home, by household income, May 2014

Figure 155: Nail care brands used at home, by household income, May 2014

Figure 156: Types of cosmetics Black women use, by household income, May 2014

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Figure 157: Types of cosmetics brands Black women use, by household income, May 2014

Figure 158: Types of cosmetic brands Black women use – Black brands, by household income, May 2014

Figure 159: Types of cosmetic brands Black women use – Mainstream brand, by household income, May 2014

Figure 160: Types of cosmetics used by brand Types of cosmetic brands Black women use – Catalog brands, by household income, May 2014

Figure 161: Types of cosmetic brands Black women use – P&G, by household income, May 2014

Figure 162: Types of cosmetic brands Black women use – L'Oréal, by household income, May 2014

Figure 163: Types of cosmetic brands Black women use – Estée Lauder, by household income, May 2014

Figure 164: Types of cosmetic brands Black women use – LVMH, by household income, May 2014

Figure 165: Types of cosmetic brands Black women use – Shiseido, by household income, May 2014

Figure 166: Types of cosmetic brands Black women use – Markwins, by household income, May 2014

### Appendix: Trade Associations

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