



# Black Consumers and Color Cosmetics: Incl Impact of COVID-19 - US - July 2020

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This report looks at the following areas:

- The impact of COVID-19 on Black women's makeup use and purchasing
- The disproportionate financial impact of the recession on Black women
- The impact of targeted and inclusive makeup brands launched within the past decade
- Product claims and trends that impact Black women's new product trial

Black women consider color cosmetics essential because these products enhance and shape their self-image as well as their public persona. Black women will engage with color cosmetics' during both healthy and lean economic times to replenish their supply as well as to try new looks because they want to stay on top of current trends promoted by influencers and other people they trust. As consumers, Black women require product trial (preferably in-store, prior to purchase), which will be a challenge in the COVID-19 era as in-store testing using communal products will be a thing of the past.



"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 to present herself to the world, but she continues to wear makeup for her own sense of wellbeing and normalcy amidst chaos."

- Toya Mitchell, Senior

Multicultural Analyst  
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## Table of Contents

### OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **Definition**
- **COVID-19: Market context**

### EXECUTIVE SUMMARY

- **Top Takeaways**
- **Market Overview**
- **Impact of COVID-19 on Black women and color cosmetics**

Figure 1: Short-, medium- and long-term impact of COVID-19 on Black women and color cosmetics, July 2020

- **Opportunities and challenges in response to COVID-19**
- **Cosmetic brands should offer free and deeply discounted products to loyal Black consumers during lean times**

Figure 2: Beauty products' spending priority, April 23-July 7, 2020

- **A captive audience searching for at-home solutions can induce product trial**
- **Beauty brands continue to launch and expand product offerings**

Figure 3: The Lip Bar Fast Face System advertising and Kiss Beauty Falsies advertising, June 2020

- **Brands create space and help capitalize Black-owned brands**
- **Category and Consumer Insights**

Figure 5: Sephora 15 Percent Pledge, June 2020

- **Black women use lip products every day, face and eye are saved for social occasions**

Figure 6: Facial, eye and lip cosmetic product usage, Black women and indexed to all women, April 2020

- **Most Black women shop makeup to replenish their supply and discover new products**

Figure 7: Beauty engagement, April 2020

- **Walmart is the primary shopping location, but specialty stores offer the best brands**
- **Customized products that Black women know work prior to purchase is the ideal**

Figure 8: Retailers shopped for beauty products, April 2020

Figure 9: Beauty product trial, Black women and indexed to all women, April 2020

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## THE MARKET – WHAT YOU NEED TO KNOW

- Black consumer sales of makeup estimated to fall in line with total market**
- Black female population will continue to skew older**
- Impacted financial situation does not hamper Black women's makeup habits**

## BLACK FEMALE POPULATION AT A GLANCE

- Black female population growth outpaces non-Black women**  
Figure 10: Total US and Black female population estimates, 2014-24
- Black female population poised to skew older despite population growth**  
Figure 11: Black female population estimates by age group, 2014-24

## MARKET SIZE

- Market conditions and virus prevention impact cosmetic sales**  
Figure 12: Total US retail sales and Black consumer expenditures on color cosmetic products, at current prices, 2015-20
- Black women's spending on makeup on par with all women**  
Figure 13: Average spending on lip, eye and face makeup in three months; total women and Black women, October 2018-December 2019

## MARKET BREAKDOWN – PRODUCT TYPE USE

- Lip makeup: lip gloss is the color staple for Black women**  
Figure 14: Types of lip products worn, by total women and Black women and indexed to all women, October 2018-December 2019
- Eye makeup: traditional shadow is preferred, but multi-use crayons are gaining in popularity**  
Figure 15: Types of eye products worn, by total women and Black women and indexed to all women, October 2018-December 2019
- Facial makeup: Black women use foundation, but prefer multipurpose products**  
Figure 16: Forms and types of face products worn, by total women and Black women and indexed to all women, October 2018-December 2019

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## MARKET PERSPECTIVE

- Most makeup use is reserved for social and work settings**  
Figure 17: Average number of times makeup type is worn, total women and Black women, October 2018–December 2019
- Changes in Black women's beauty spending split by routine and financial situation**  
Figure 18: Beauty products' spending priorities, total women and Black women, April 23–July 7, 2020

## MARKET FACTORS

- Black women more likely to be in labor force during prime years**  
Figure 19: Employment status by age, total women and Black women, 2019
- Education and – for some – multiple jobs, drive up income**  
Figure 20: Black female average personal income, by age and educational attainment, 2018
- Black consumer confidence mixed amidst higher unemployment**

Figure 21: Consumer confidence, total and Black unemployment, 2010–June 2020

Figure 22: Women's seasonally adjusted unemployment status, by race/Hispanic origin, January–June 2020

Figure 23: Black women's perception on the economy, May 20–July 7, 2020

## KEY TRENDS – WHAT YOU NEED TO KNOW

- Brands steer consumers to do-it-yourself products during lockdown**
- Vegan claims do not resonate among Black women**
- Multipurpose face products that offer a solution but do not deliver are left on the store shelf**
- Clean beauty should focus on natural ingredients for consumer buy-in**

## WHAT'S HAPPENING

Figure 24: Mintel GlobalTrend Drivers

- Brands offer easy-to-use tips for time-strapped users**

Figure 25: The Lip Bar Fast Face System advertising, June 2020

- Lack of access to professional beauty services is a marketing opportunity**

Figure 26: Kiss Beauty False Eyelash advertising, July 2020

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- Powerpoint Presentation
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## WHAT'S STRUGGLING

- Multipurpose face products don't deliver for Black women**  
Figure 27: Facial makeup product usage, Black women and indexed to all women, April 2020
- Vegan and cruelty-free messaging does not resonate among Black women**

## WHAT TO WATCH

- Corporate brands offer capital to small, Black-owned brands**  
Figure 28: Sephora 15 Percent Pledge, June 2020
- Fenty expansion into skincare will be the 360° beauty solution**  
Figure 29: Fenty Skin teaser video, July 2020
- Black-owned makeup brands set to follow similar success as haircare**  
Figure 30: Beauty Bakerie Instagram post featuring founders' team, June 2020
- Aligning "clean" beauty with sustainability claims will be an uphill battle**  
Figure 31: Product claims and important areas for company support, Black and total, April 2018

## THE CONSUMER – WHAT YOU NEED TO KNOW

- Black women aged 18-34 experiment with different brands and products**
- Black women aged 45+ are loyal to brands and products but willing to adjust mix due to aging**
- Product replenishment drives purchase behavior, but the desire for new looks and products drive engagement**
- Walmart is the convenient retail option for mass brands; however, specialty retailers offer product discovery**
- Black-targeted and inclusive brands work well, but no one brand stands out as her favorite**
- Customizable products and proof-of-performance drive sales**

## FACIAL PRODUCT USAGE

- Black women stick to facial cosmetic basics**  
Figure 32: Facial makeup product usage, Black women and indexed to all women, April 2020
- Young Millennial Black women treat themselves with their first real paycheck**

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Figure 33: Black women's facial makeup product usage, by age, April 2020

- **Affluent women drive usage of multiple facial products**

Figure 34: Black women's facial makeup product usage, by household income, April 2020

## EYE PRODUCT USAGE

- **Black women use more eye products to create a more dramatic look**

Figure 35: Eye makeup product usage, Black women and indexed to all women, April 2020

- **Income and lifestyle drive usage differences among young Black women**

Figure 36: Black women's eye makeup product usage, by age, April 2020

- **Busy moms find time to create eye looks**

Figure 37: Black women's eye makeup product usage, by parental status, April 2020

## LIP PRODUCT USAGE

- **Lip gloss sets Black women's look**

Figure 38: Lip makeup product usage, Black women and indexed to all women, April 2020

- **Young women choose different lip looks for different occasions**

Figure 39: Black women's lip makeup product usage, by age, April 2020

## BEAUTY ENGAGEMENT

- **Product replenishment and trial typically drive use**

Figure 40: Black women's beauty engagement, April 2020

- **Younger women spend more, financially okay women spend the same amount**

Figure 41: Black women's beauty engagement – spend money on makeup, by various demographics, April 2020

- **Brands will need to steer young women to online product trial**

Figure 42: Black women's beauty engagement – experiment with in-store beauty products, by various demographics, April 2020

- **Heavier social media users show growing reliance on online tutorials**

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Figure 43: Black women's beauty engagement – watch makeup tutorials on social media, by various demographics, April 2020

## WHERE BLACK WOMEN BUY COSMETICS

- Walmart always rises to the top of retailer lists**

Figure 44: Retailers Black women shopped for beauty products, April 2020

- Millennial women shop at different stores for different products**

Figure 45: Retailers Black women shopped for beauty products, by age, April 2020

- Black women shop Walmart due to price and convenience, but specialty stores offer the best brands**

Figure 46: Retailers Black women shopped for beauty products, by household income, April 2020

- Brands have an opportunity to drive sales across social media**

Figure 47: Retailers Black women shopped for beauty products – on social media, by daily visits to social media sites, April 2020

## BRAND ASSOCIATIONS WITH BEAUTY ATTRIBUTES

- Newer brands are considered trendy, but tried and true brands still work for Black women**

Figure 48: Black women's cosmetic brand associations, April 2020

- No one brand stands out for strong engagement**

Figure 49: Correspondence analysis – symmetrical map – Black women's cosmetics brand associations, April 2020

## PRODUCT TRIAL AND TRADE-UP OPPORTUNITIES

- Black women need assurance of product performance prior to makeup purchase**

Figure 50: Product trial, Black women and indexed to all women, April 2020

- Customizable, proven products will drive sales among Black women**

Figure 51: TURF analysis – Black women's product trial, April 2020

- Older Black women prefer their standby products, but open to innovation**

Figure 52: Black women's product trial, by age, April 2020

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Powerpoint Presentation

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- **Affluent users are willing to pay for and expect the best product**

Figure 53: Black women's product trial, by household income, April 2020

## APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Sales data**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**
- **Terms**

## APPENDIX – THE MARKET

Figure 54: Total US retail sales and Black consumer expenditures on color cosmetic products, at current prices, 2015-20

## APPENDIX – THE CONSUMER

Figure 55: Types of lip products worn, by total women and Black women, October 2018-December 2019

Figure 56: Types of eye products worn, by total women and Black women, October 2018-December 2019

Figure 57: Forms and types of face products worn, by total women and Black women, October 2018-December 2019

Figure 58: Average number of times makeup is worn by category, by total women and Black women, October 2018-December 2019

## APPENDIX – TREND DRIVERS

Figure 59: Mintel Global Trend Drivers and Pillars

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Infographic Overview

Powerpoint Presentation

Interactive Databook

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