

# Diversity and Inclusivity in Beauty - US - January 2021

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## This report looks at the following areas:

- The impact of the COVID-19 pandemic on diversity and inclusivity in beauty.
- The types of diversity consumers want to see in beauty.
- How consumers define inclusive beauty brands.
- Why consumers want to see diversity in beauty.



“Diversity in beauty is not a marketing tactic – it’s an essential practice and must be a key area of focus among every beauty brand on the market today. It requires a strong commitment from brands to listen and collaborate with members of underserved groups to ensure successful and meaningful products and campaigns.”  
– **Clare Hennigan, Senior Beauty Analyst**

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### MARKET TRENDS

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