This report looks at the following areas:

- Brand values that are most important to consumers
- How consumers define diverse beauty brands
- The types of beauty diversity consumers want to see in advertisements
- Sentiment toward diversity and inclusivity in advertisements

Diversity and inclusivity efforts should be front and center of every beauty brand’s strategy as it continues to play a powerful role in influencing consumers’ purchases.

Furthermore, demonstrating different types of beauty in advertisements elicits positive emotions from consumers, with 43% of adults agreeing that it makes them happy to see different types of beauty in advertisements.

While consumers want to purchase from inclusive brands, the perception that they are too expensive presents as a barrier to inclusivity. With rising inflation rates meaning that some brands will have to increase prices even more, affordable mass-market brands that offer a wide assortment of products (e.g., expansive complexion shades) will win consumer support.

Looking ahead, expect brands to enter the space with ergonomic beauty products suited for individuals with disabilities to both widen reach and stand out in the increasingly competitive landscape.

“While the beauty industry has made strides in recent years to be more inclusive, there is still work to be done. Consumers continue to feel that there are unrealistic standards of beauty, and some groups feel entirely ignored by brands. As a result, consumers are increasing expecting brands to change the narrative and destigmatize ‘flaws.’”

– Clare Hennigan, Senior Beauty Analyst
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