

# Diversity and Inclusivity in Beauty - US - 2022

Report Price: £3695 | \$4995 | €4400

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

## 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 (eg 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 increasingly expecting brands to change the narrative and destigmatize 'flaws.'"

– Clare Hennigan, Senior Beauty Analyst

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

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

## Table of Contents

### OVERVIEW

- What you need to know
- This Report looks at the following areas
- Definition
- Market context
- COVID-19: US context
- Economic and other assumptions

### EXECUTIVE SUMMARY

- Top takeaways
  - Figure 1: Category outlook – DEI in beauty, 2022-27
- Opportunities and challenges
- A diverse beauty brand creates products for all
  - Figure 2: Diversity attributes, 2021
- Support consumers' mental wellbeing by showcasing different types of beauty diversity
- Inflationary price increases are a barrier to inclusivity
- Bring accessibility into product design
- Key consumer insights

### MARKET TRENDS AND CHALLENGES

- All consumers (and companies) stand to benefit from a diverse and inclusive beauty market
  - Figure 3: Condition status, 2021
- Influencers are addressing pay inequities
- Expect brands to rally support for the #StopAsianHate movement

### MARKET FACTORS

- Diversifying population will increase demand for inclusive beauty
- Inflationary price increases challenge inclusivity
  - Figure 4: Instagram post – Allies of Skin
  - Figure 5: Brand type, by household income, 2021
- Technological advancements in beauty must be inclusive
- Progress toward ending hair discrimination gains momentum, but challenges persist
  - Figure 6: Sally Beauty Ad

### WHO IS WINNING AT DEI IN BEAUTY?

- Brands that target innovation toward underserved groups
  - Figure 7: Instagram Post – EADEM

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

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

- **Brands that remove barriers to inclusivity**
- **Brands that take an intersectional approach to advertisements**  
Figure 8: Instagram Post – Golf Le Fleur
- **Brands that renovate to keep up with the evolving landscape...**  
Figure 9: Degree Inclusive deodorant

## MARKET OPPORTUNITIES

- **Bring accessibility into BPC**  
Figure 10: Instagram Post – Accessibility and Skincare
- **Inclusive design isn't one size fits all**  
Figure 11: Olay Easy Open Lid
- **Embrace intersectionality in marketing, product development**  
Figure 12: Instagram post – Cardi B

## THE DEI BEAUTY CONSUMER – FAST FACTS

- **A diverse beauty brand creates products for all**
- **Personal needs impact how diverse brands are perceived**
- **Consumers seek realistic portrayals of beauty**
- **Black women seek brands that promote diversity**
- **Target innovation to meet the needs of an aging population**

## DEFINING DIVERSITY

- **A diverse beauty brand creates products for all**  
Figure 13: Fenty Eaze Drop Blurring Skin Tint  
Figure 14: diversity attributes, 2021
- **Definition of diversity varies across genders, races and ethnicities**  
Figure 15: diversity attributes, by women and race/Hispanic origin, 2021
- **Personal needs impact how diverse brands are perceived**  
Figure 16: Select diversity attributes, by age, 2021

## TYPES OF DIVERSITY

- **Consumers seek realistic portrayals of beauty**  
Figure 17: Types of diversity, 2021
- **Resonate with young adults by showcasing different types of beauty**  
Figure 18: Types of diversity, by age, 2021

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

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

## PERCEPTIONS TOWARD DEI IN BEAUTY MARKETING

- **Strike a balance between realism and aspiration**  
Figure 19: Instagram – Gucci Beauty Ad  
Figure 20: Perceptions toward DEI in beauty marketing, 2021
- **Women feel inspired by diversity in beauty advertisements**  
Figure 21: Instagram Post – Squish Beauty  
Figure 22: Perceptions toward DEI in beauty marketing, by gender, 2021

## BEHAVIORS TOWARD BEAUTY BRANDS AND PRODUCTS

- **DEI initiatives win consumer support**  
Figure 23: Instagram Post – Youth to the People  
Figure 24: Behaviors toward beauty brands and products, 2021
- **Black women seek brands that promote diversity**  
Figure 25: Dove Men + Care – Off Court Champs  
Figure 26: Sephora – “Black Beauty is Beauty” Campaign  
Figure 27: Behaviors toward beauty brands and products, women by race/Hispanic origin, 2021
- **Promote DEI efforts on social media**  
Figure 28: Influencer spotlight  
Figure 29: Learning about diverse and inclusive brands, 2021

## BRAND VALUES

- **Commitments to personal and environmental safety are sought-after values**
- **How retailers are highlighting brand values**  
Figure 30: Brand values, 2021
- **Mental health causes are important to young adults**  
Figure 31: Select brand values, by age, 2021
- **Support communities to appeal to Black consumers**  
Figure 32: Instagram Post – Pull up for Change  
Figure 33: Select brand values, by race and Hispanic origin, 2021

## ATTITUDES TOWARD DEI IN BEAUTY

- **Target innovation to meet the needs of an aging population**  
Figure 34: Attitudes toward DEI in beauty, 2021
- **Highlight emotive benefits to help men feel included in the beauty space**  
Figure 35: Select attitudes toward DEI in beauty, by gender and age, 2021

## What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

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

## APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**
- **Terms**

## APPENDIX – THE CONSUMER

Figure 36: Types of diversity, by gender, 2021

- **Young people are more likely to shop from diverse or inclusive brands**

Figure 37: Behaviors toward beauty brands/products – CHAID – Tree output, 2022

Figure 38: Behaviors toward beauty brands/products – CHAID – Table output, 2022

- **Methodology**
- **TURF analysis**

Figure 39: TURF Analysis – Interest in brand values, 2021

Figure 40: Table – TURF Analysis – Interest in brand values, 2021

- **Methodology**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.