

Hispanics and Personal Care - US - 2022

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This report looks at the following areas:

- Purchase care and beauty products purchased
- Perception of BPC and inclusivity
- Personal care as it relates to mental wellness
- Purchase considerations when buying BPC products
- Retailers where BPC products are purchased

There is a high level of category engagement, with only 3% of Latinos having not made a personal care purchase over the past year. Inflationary conditions are predicted to drive some Hispanic shoppers to streamline their personal care routines or trade down to less expensive products. However, economic pressures will elevate stress for some, which opens the door for BPC products to tap into the mental wellness benefits, as personal care routines are a way to relax and reduce stress for the segment. Inflationary conditions will also keep shoppers budget-minded towards Amazon and mass merchandisers, though retailers with physical stores will see gains by leaning into omnichannel offerings to add convenience and value. Importantly, while Hispanics recognize that the beauty and personal care industry has been changing, the proportion of those who see greater inclusivity are in the minority. As such, brands will find success when they treat Hispanics not as a heterogeneous group, but rather as a diverse and anamorphous group in terms of race, legacies, and culture.



"The BPC category sees participation from virtually all Hispanic shoppers. Consumers want products that easily fit into their routines; however, economic uncertainty means that consumers will likely be taking a less-is-more approach, streamlining their routines and products usage."

- **Stefanie Kundakjian**,
Multicultural Consumer Insights Analyst – Hispanic Focus

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