

Black Consumers: Beauty Trends - US - 2022

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Types of BPC products Black consumers are buying
- Where Black consumers are purchasing BPC
- Shopping behaviors
- Attitudes toward innovation in beauty trends
- Representation

Black consumer beauty trends are focused on more than just outward appearance. Many of the trends allude to a preference for full sensory experiences including smell and touch. Black consumer attitudes and preferences around representations of Black culture in the beauty space contribute to many of the described beauty trends and shopping behaviors. Many subgroups within the Black consumer market have varying interests in beauty trends and this Report is intended to capture all of the variants that exist within this population.



“When we think of beauty in its essence we think of sights, smells and tastes that are pleasing to us. When thinking of beauty trends for Black consumers we see that their focus is to capture that intrinsic meaning.”

– Courtney Rominiyi,
Multicultural Consumers and
Culture Analyst

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