

Asian American Beauty Consumer - US - 2023

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:

- Demographics of the diverse Asian population
- Key product trends in the Asian beauty space
- Asian American beauty routines and purchasing
- Where Asian Americans get information about beauty products
- Drivers of beauty product purchases by Asian Americans

Consumers are increasingly demanding that the US beauty market become more diverse and inclusive. The affluent and influential Asian American audience has played an outsized role in driving this change, due to surging interest in beauty trends and products from Korea and other Asian nations. With strong cultural interest in beauty, Asian Americans are highly engaged with their beauty routines: 81% are interested in improving their beauty and personal care skills and 67% of Asian women have a beauty routine with six or more steps.

In this Report Mintel examines trends in the beauty space and Asian American demographics, purchasing behavior and attitudes. The analysis uncovers key drivers of Asian Americans' beauty purchases and makes recommendations regarding how brands can connect with this important group and gain wallet share.



“Winning the Asian American audience will provide brands with a loyal base of customer advocates but it will require a commitment to quality, value, aggressive new product development and making Asian consumers feel truly seen.”

– Joan Li, Senior Analyst –
BPC

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.

Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **Definition**
- **Market context**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**
Figure 1: Outlook on Asian Americans and beauty, 2023-28
- **Opportunities and challenges**
- **Connecting with an incredibly diverse audience**
Figure 2: Beauty/personal care product purchase drivers, by country of origin, 2023
- **Appeal to the Asian female beauty maven**
Figure 3: Select beauty attitudes and behaviors, by female beauty mavens, 2023
- **Leverage younger men's strong interest in hair**
Figure 4: Haircare behavior, by Asian men and 18-34s, 2023
- **Key consumer insights**

ASIAN AMERICANS BY THE NUMBERS

- **A relatively small, but fast growing population**
Figure 5: US population, by race and Hispanic origin, 2018-28
- **Concentrated within the Millennial and Gen X generations**
Figure 6: US population by race and generation, 2023
- **A more affluent group**
Figure 7: Median household income, by race and Hispanic origin of householder, 2021
Figure 8: Household income distribution, by race and Hispanic origin of householder, 2021
- **Incredible diversity among the Asian American population**
Figure 9: Asian American population, by country of origin/heritage, 2022
Figure 10: Asian American demographics, by country of origin/heritage, 2019
- **Understand and reflect Asian American diversity**
Figure 11: YesStyle Instagram reel – Makeup, 2023

MARKET FACTORS AND CONTEXT

- **Slow growth projected for beauty and personal care in the years ahead**

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

Report Price: £3695 | \$4995 | €4400

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

Figure 12: Total US sales and fan chart forecast of beauty and personal care, at current prices, 2018-28

Figure 13: Total US retail sales of beauty products, by segment, at current prices, 2020 and 2022

- **Color cosmetics sales paces inflation**

Figure 14: Total US sales and fan chart forecast of color cosmetics, at current prices, 2018-28

- **Rising inflation, economic uncertainty, stubbornly low consumer sentiment**

Figure 15: Consumer Price Index % change from year ago and Consumer Sentiment Index, 2007-23

- **Hallyu: catching the Korean Wave**

Figure 16: Zimolange Instagram post – 10-step K-beauty skincare routine, 2022

FUTURE OPPORTUNITIES AND STRATEGIES

Figure 17: Mintel Trend Drivers

- **Meeting Asian beauty consumer needs through the lens of the Identity Trend Driver**

- **Commemorate AAPI Heritage in May and beyond**

Figure 18: INH Instagram post – AAPI Beauty Box, 2023

- **Lead with authentic solutions**

Figure 19: Live Tinted – Instagram post for Huestick Multisticks, 2023

- **Meeting Asian beauty consumer needs through the lens of the Value Trend Driver**

- **Combine “cheap and cheerful” with convenience**

Figure 20: Le Mini Macaron gel manicure kit

- **Target multi-functionality as value beyond price**

Figure 21: Value indicators in beauty/grooming products, 2022

Figure 22: Tower28 BeachPlease Luminous Tinted Balm, 2022

- **Meeting Asian beauty consumer needs through the lens of the Technology Trend Driver**

- **Provide practical benefits to appeal to Asian men**

Figure 23: Omnilux Men – TikTok post, 2023

- **Use science to take personalization to the next level**

Figure 24: Modules personalized prescription skincare – Instagram post, 2023

ASIAN AMERICAN BEAUTY CONSUMER – FAST FACTS

- **Women most engaged with beauty**

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

Report Price: £3695 | \$4995 | €4400

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

- **Opportunity to grow hair care sales, particularly among men**
- **Facial skincare a particular focus**
- **Salons lag behind home treatments**
- **Social media rules for beauty information**
- **A preference for easy-to-use, natural products and desire to simplify**

BEAUTY ROUTINES

- **Asian women are highly engaged in beauty**
Figure 25: Beauty/personal care routines, by gender, 2023
- **Opportunities to draw on Asian hair care traditions**
Figure 26: Rituals Ayurvedic Dry Oil for Body and Hair, 2023
- **Younger men have more extensive grooming routines**
Figure 27: Beauty/personal care routines, by gender and age, 2023
- **Understanding Asian beauty mavens**
Figure 28: Female beauty mavens – Count of beauty/personal care routines, by key demographics, 2023
Figure 29: Male beauty mavens – Count of beauty/personal care routines, by key demographics, 2023

BEAUTY PRODUCT USAGE

- **Asian consumers show high engagement with facial skincare**
Figure 30: Facial skincare products used, by race, 2023
- **Clean beauty: shampoo and cleanser main focus for hair care**
Figure 31: Haircare products used, by race, 2023
- **Mass, natural brands most popular**
Figure 32: Beauty/personal care product brand preferences, by gender, 2023
- **Beauty companies can promote rare natural ingredients to increase spending**
Figure 33: Innisfree ingredients, 2023
Figure 34: Beauty/personal care product brand preferences, by age and household income, 2023
Figure 35: Beauty/personal care product brand preferences, by beauty mavens and gender, 2023

BEAUTY TREATMENTS USED

- **DIY is more popular than going to professionals**
Figure 36: Beauty/personal care treatments – Done at home vs done at salon, 2023

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

Report Price: £3695 | \$4995 | €4400

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

Figure 37: Joico blog post, May 2023

- **Home skincare an important focus for women**

Figure 38: Beauty/personal care treatments done at home, by gender, 2023

Figure 39: Beauty/personal care treatments done at salon, by gender, 2023

Figure 40: Best in Beauty "I Got a 10 Step Korean Facial" video, 2019

- **Younger consumers do more treatments, at home and in salon**

Figure 41: Mount Lai Gua Sha, 2023

Figure 42: Beauty/personal care treatments – Done at home vs done at salon, by age, 2023

SELF-CARE VS SALON MOTIVATION

- **Savings a primary motive for home treatments**

Figure 43: Motivations for doing beauty/grooming treatments at home, by gender, 2023

Figure 44: Motivations for doing beauty/grooming treatments at home, by household income, 2023

- **Quality is key to drive salon services**

Figure 45: Motivations for doing beauty/grooming treatments at salon, by gender, 2023

- **Older Asian consumers are particularly focused on quality**

Figure 46: Motivations for doing beauty treatments at salon, by age, 2023

SOURCES OF BEAUTY INFORMATION

- **Social media is critical, especially for reaching the young**

Figure 47: Beauty/personal care information sources, 2023

- **Video tutorials can play a critical role in beauty education**

Figure 48: "Brown Girl Friendly" Makeup Tutorial, 2023

- **Older Asian consumers rely on sampling and word-of-mouth**

Figure 49: Beauty/personal care information sources, by gender and age, 2023

Figure 50: Sephora Lunar New Year Gift Set, 2023

- **Female beauty mavens rely on many sources**

Figure 51: Beauty/personal care information sources, by beauty mavens and gender, 2023

- **Filipinos particularly engaged with researching beauty**

Figure 52: Beauty/personal care information sources, by country of origin, 2023

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

Report Price: £3695 | \$4995 | €4400

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

PURCHASE DRIVERS

- Product qualities such as ease, natural ingredients are most sought after**
Figure 53: Beauty/personal care product purchase drivers, by gender, 2023
- Country of origin impacts Asian consumers' perspectives**
Figure 54: Beauty/personal care product purchase drivers, by country of origin, 2023
Figure 55: Shaz & Kiks Eco-Friendly Initiative, 2023
- Even beauty mavens look for simplicity in product application and use**
Figure 56: Beauty/personal care product purchase drivers, by beauty mavens and gender, 2023
- Easy, natural products from familiar brands have broad appeal**
Figure 57: TURF Analysis – Beauty/personal care product purchase drivers for Asian women, 2023
Figure 58: TURF Analysis – Beauty/personal care product purchase drivers for Asian men, 2023

ATTITUDES TOWARD AT-HOME BEAUTY AND PERSONAL CARE

- "Prosumer" opportunity with Asian women**
Figure 59: Attitudes toward at-home beauty/personal care – 1, by gender and age, 2023
- Recruit female beauty mavens to act as brand ambassadors**
Figure 60: Attitudes toward at-home beauty and personal care – 1, by beauty mavens and gender, 2023
- Younger Asian beauty consumers feeling pressure from social media**
Figure 61: Patrick Ta Beauty Tutorial ft. Gia Gunn, 2022
Figure 62: Attitudes toward at-home beauty and personal care – 2, by gender and age, 2023
Figure 63: Attitudes toward at-home beauty and personal care – 2, by beauty mavens and gender, 2023

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Sales data
- Consumer survey data
- Abbreviations and terms
- Abbreviations

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

Asian American Beauty Consumer - US - 2023



Report Price: £3695 | \$4995 | €4400

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

APPENDIX – THE MARKET

Figure 64: Total US sales and forecast of beauty and personal care, at current prices, 2018-28

Figure 65: Total US sales and forecast of beauty and personal care, at inflation-adjusted prices, 2018-28

APPENDIX – THE CONSUMER

- **TURF Analysis**
- **Methodology**

Figure 66: Table – TURF Analysis – Beauty/personal care product purchase drivers for Asian women, 2023

Figure 67: Table – TURF Analysis – Beauty/personal care product purchase drivers for Asian men, 2023

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



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)**.