This report looks at the following areas:

- At-Home and salon BPC treatments
- Motivators for at-home and salon BPC treatments
- Factors considered when purchasing BPC products
- Attitudes towards at-home BPC

Hispanic consumers indicate high reliance on at-home BPC treatments, sustained by their confidence in carrying out treatments on their own. There’s a penchant for tools and techniques that will help them achieve salon-grade results at home, and brands and retailers have room to expand offerings and marketing materials to meet these demands. At-home BPC treatments are sustained by Hispanic consumer’s desire to save money, especially during these financially unstable times, but value is relative and consumers are driven by ease of use, brand familiarity, natural ingredients, and scent. On the other hand, salon primarily compete in hair cutting offerings not only through their ability to offer a grade of service that consumers cannot achieve at home, but by its connections to mental wellness.

"Hispanic consumers are highly engaged in at-home beauty and personal care treatments and resort to going to a salon when they lack the skills to get good results."
- Stefanie Kundakjian, Multicultural Consumer Insights Analyst, Hispanic Focus

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