



Diversity and Inclusivity in Beauty - US - 2023

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This report looks at the following areas:

- What consumers define as “diverse” beauty brands
- BPC purchase behavior regarding brand diversity
- Resources that consumers use to discover brand inclusivity
- Attitudes toward diversity, equity and inclusion in BPC

There’s an even split (50/50) among beauty product users that have shopped brands promoting diversity and/or inclusivity. The definition of diversity continues to evolve and realistic portrayals of beauty in advertising is becoming non-negotiable. In fact, an overwhelming percentage of beauty product users want to see people with physical disabilities featured in beauty/grooming advertisements. Although many consumers want to support diversity and inclusivity in beauty advertising, there is a threshold of tolerance. While industry players are being challenged to stretch the societal norm to include imperfect beauty, there’s a fair constituency of consumers that aren’t used to – or ready for – images that have been previously left out of the media landscape.



“Beyond traditional perceptions and ideals (ie, race, gender, age), the definition of a diverse beauty brand becomes more nuanced. Expanding diversity to include people with physical/mental challenges is a fairly new concept, but one that is extremely important.”

– Jennifer White Boehm,
Director, BPCH Reports

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Table of Contents

OVERVIEW

- **What you need to know**
- **This Report looks at the following areas**
- **Definition**
- **Market context**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Consumer trends**
- **Women want to see change in how beauty is depicted**
Figure 1: Attitudes toward beauty, by gender, 2022
- **Older adults may “tell it like it is” but younger adults drive D&I in beauty**
Figure 2: Attitudes toward beauty, by age, 2022
- **Making strides in showcasing racial diversity in ads, but innovation still needed**
Figure 3: Attitudes toward beauty, by race and Hispanic origin, 2022
- **Competitive strategies**
- **Retailers tap social media and in-store efforts to drive awareness of D&I beauty**
Figure 4: Learning about D&I beauty brands, 2022
- **Private label addresses price accessibility in diverse beauty brands**
- **Opportunities**
- **Two in five have a “condition”**
Figure 5: Condition status, 2022
- **Normalize disabled individuals**

MARKET DRIVERS

- **Collectively, use of natural, higher-end, niche brands dominate**
Figure 6: Beauty brand preferences, 2022
- **Economic uncertainty and inflation cause purse strings to tighten**
Figure 7: Consumer Sentiment Index, 2007-22
Figure 8: Consumer Sentiment Index change from previous period, 2007-22
- **Youthful skew of category is challenged by aging population**
Figure 9: Types of diversity, by age, 2022
Figure 10: Population aged 18 or older, by age, 2017-27

What's included

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- **Increasingly diverse population drives change**

Figure 11: Population, by race and Hispanic origin, 2017-27

MARKET CHALLENGES

- **Attractiveness still matters in advertising**
Figure 12: Aversions to certain types of diversity in BPC advertising, 2022
- **Women don't know/want to admit reasons why they don't want to see diverse beauty**
Figure 13: Aversion to certain types of diversity in BPC advertising, by gender, 2023
- **Young adults question genuineness of diverse BPC advertising**
Figure 14: Aversion to certain types of diversity in BPC advertising, by age, 2023
- **Struggles when shopping for beauty products**
Figure 15: Struggles with shopping for BPC products, 2023
- **Struggles largely stem from affordability and skin tone/type**
Figure 16: Struggles when shopping for BPC products, 2023
Figure 17: Struggles when shopping for BPC products, 2023

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Retailers driving change**
Figure 18: Learning about D&I beauty brands, 2022
- **15% Pledge instigates action among retailers and brands**
Figure 19: Instagram post – 15 Percent pledge, 2023
- **Ulta Beauty taps customer service and in-store initiatives to support D&I beauty brands**
Figure 20: Instagram post – Ulta Beauty, 2023
- **CVS addresses need for price accessibility of diverse and inclusive beauty**
Figure 21: Instagram post – CVS one+other brand, 2023
- **Expanding D&I to include physical/mental challenges**
Figure 22: Condition status, 2022
- **Product development with the disabled consumer in mind**
Figure 23: Instagram post – L'Oréal USA, 2023
Figure 24: Instagram post – Tina Healthcare, 2022
Figure 25: Instagram post – Navilens, 2022
- **Marketing strategies can normalize physical disabilities**

THE DIVERSITY AND INCLUSION CONSUMER – FAST FACTS

- **Fast fact 1: the definition of diversity continues to evolve**
- **Fast fact 2: realistic beauty in advertising is a must**
- **Fast fact 3: marketing D&I offers significant opportunity**

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- **Fast fact 4: D&I in beauty must be authentic and affordable**

DEFINING DIVERSITY

- **A diverse beauty brand is inclusive and universal**
Figure 26: Instagram post – Kohl Kreatives, 2022
Figure 27: Diversity attributes, 2022
- **Men are more apt to consider physical challenges in defining diversity**
Figure 28: Diversity attributes, by gender, 2022
- **Older age groups skew toward traditional definitions of diversity**
Figure 29: Diversity attributes, by age, 2022

TYPES OF DIVERSITY

- **Realism in beauty advertising is desired**
Figure 30: Types of diversity, 2022
- **Real-life beauty isn't perfect**
Figure 31: Rationales for diversity in beauty/grooming advertisements, 2022
- **Women want diversity to reflect real life and non-traditional beauty**
Figure 32: Types of diversity, by gender, 2022
Figure 33: Rationales for diversity in beauty/grooming advertisements, by gender, 2022
- **Young adults interested in imperfect beauty**
Figure 34: Types of diversity, by age, 2022
Figure 35: Rationales for diversity in beauty/grooming advertisements, by age, 2022
- **Racial diversity: Black people want to see themselves in advertising**
Figure 36: Instagram post – One/Size, 2023
Figure 37: Rationales for diversity in beauty/grooming advertisements, by race and Hispanic origin, 2022

SHOPPING DIVERSE AND INCLUSIVE BEAUTY

- **Half of beauty product users shop D&I brands**
Figure 38: Shopping diverse and inclusive beauty, 2022
- **Younger adults shop D&I brands**
Figure 39: Instagram post – Noto Botanics, 2022
Figure 40: Shopping diverse and inclusive beauty, by age, 2022
- **Black beauty users seek out minority-owned brands that promote diversity**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 41: Shopping diverse and inclusive beauty, by race and Hispanic origin, 2022

LEARNING ABOUT BRANDS' INCLUSIVITY

- **Most tap social media to find out about brands' inclusivity**
Figure 42: Learning about D&I beauty brands, 2022
- **Build confidence on social media to support young adults**
Figure 43: Instagram post – Dove, 2022
Figure 44: Learning about D&I beauty brands, by age, 2022

ATTITUDES TOWARD BEAUTY

- **Most don't agree with how society and social media define beauty**
Figure 45: Instagram post – Selfmade, 2023
Figure 46: Attitudes toward beauty, 2022
- **Women feel the brunt of ideal beauty concepts**
Figure 47: Attitudes toward beauty, by gender, 2022
- **Older adults "tell it like it is" – not everyone can be physically beautiful**
Figure 48: Attitudes toward beauty, by age, 2022
- **Blacks and Hispanics feel represented in the beauty space**
Figure 49: Attitudes toward beauty, by race and Hispanic origin, 2022

APPENDIX – DATA SOURCES AND ABBREVIATIONS

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

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