

# Hispanics and Color Cosmetics: Incl Impact of COVID-19 - US - July 2020

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## This report looks at the following areas:

- The impact of COVID-19 on Hispanic women's behavior and the color cosmetics market.
- How COVID-19 has created a need for well-trained in-store associates and product experts.
- Hispanic women's usage of facial, eye, and lip makeup.
- Key factors that drive engagement

Hispanic women are more engaged than average US women in color cosmetics. They are more likely to use most types of facial, eye, and lip makeup products and their relative youth suggests they will have an even greater impact on category growth than their share of the general population would suggest. The sudden disruption caused by COVID-19 has limited Hispanic women's need/desire to wear makeup. However, as Hispanic women have a self-imposed pressure to present the best image of themselves at all times, they will play a significant role in category recovery and beyond.



"COVID-19 has disrupted Hispanic women's color cosmetics use, shopping patterns and relationship with makeup. However, while engagement will dip due to changes to lifestyle as a result of the pandemic, Hispanic women are a key segment as they tend to use a wider variety of cosmetics products and wearing makeup is important for their self-confidence."

- Juan Ruiz, Director of

Hispanic Insights  
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