

2017 Hispanic Beauty Consumer Report



US HISPANIC POPULATION
59 MILLION



CULTURALLY BEAUTY CONSCIOUS

Hispanics are more likely than non-Hispanics to try new hair styles, buy fragrances after sampling, buy natural & organic beauty products, and be influenced by celebrities.



HOUSEHOLD INCOME

With a median income of **\$62,000**, Hispanic shoppers tend to be more optimistic about the future.



PRICE VS. QUALITY

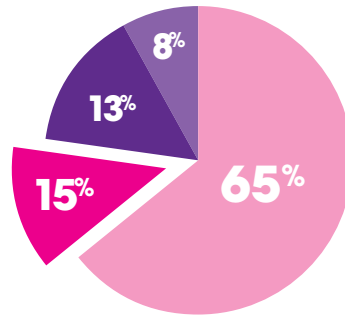
Hispanics frequently **want the best price or deal** and are willing to **compromise on quality** to some extent.



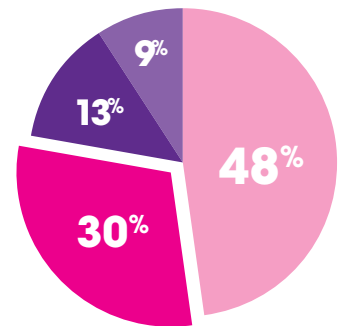
DIGITALLY SAVVY

Hispanics tend to be more digitally savvy and spend six hours more online compared to non-Hispanics.

A GROWING DEMOGRAPHIC



2010

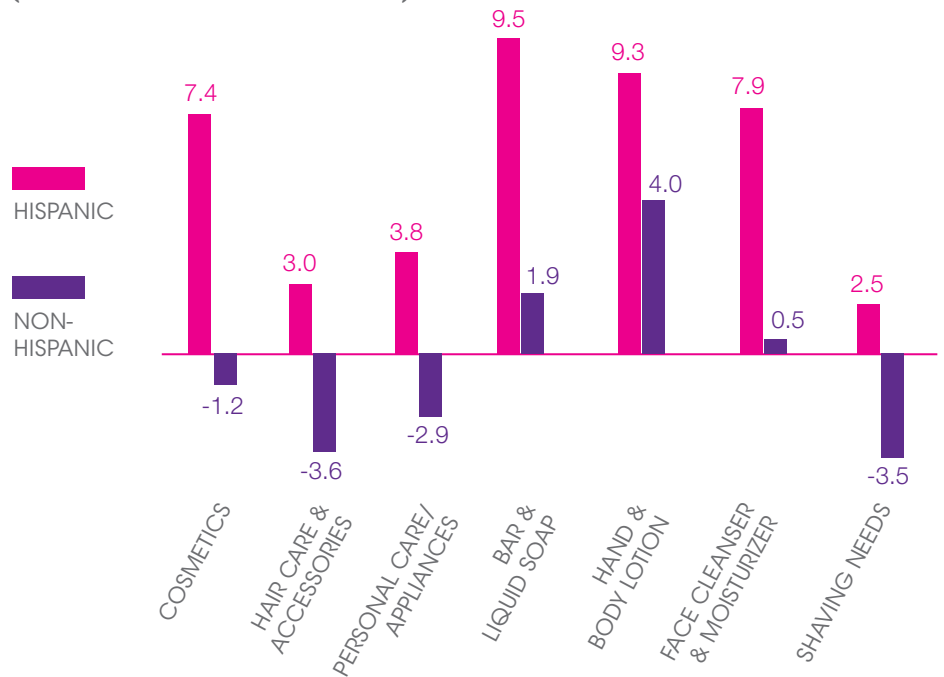


2050

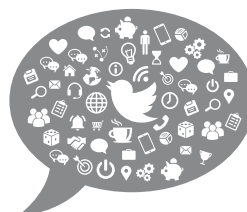
HISPANIC CAUCASIAN AFRICAN AMERICAN OTHER

HISPANIC BEAUTY PURCHASE GROWTH

(DOLLAR PERCENTAGE CHANGE)



Average U.S.-born Hispanic households spend on beauty each year, vs. \$213 for non-Hispanics.



#50percent discussed a brand online or used a brand's hashtag in social messaging.

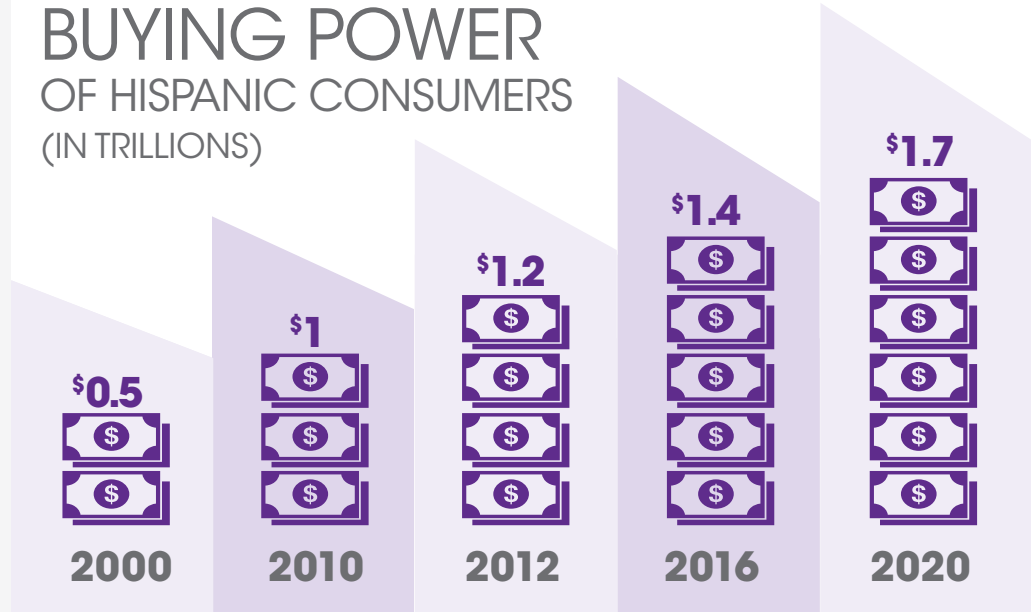
2017 Hispanic Beauty Consumer Report



WHY MARKET TO HISPANICS?

- While sales declined across all beauty segments to non-Hispanics, Hispanic beauty sales increased in every category.
- They are more inclined to buy products that are specifically marketed to Hispanics.
- They are loyal to their favorite brands, with 56% reporting that they usually buy the same brands.
- Hispanics respond to “relationship-oriented” customer service that is less transactional.

BUYING POWER OF HISPANIC CONSUMERS (IN TRILLIONS)



50% of Hispanic millennial women look at celebrities for fashion and beauty ideas.

92% of Hispanics use coupons.

ONLY TODAY SALE

BIG SALE

50% HALF PRICE

Cosmetic Promotions has *27 years* of experience creating and implementing *experiential marketing programs* to increase beauty department sell-through and brand recognition at retail.

