

DIVERSITY AND INCLUSIVITY IN BEAUTY

US, JANUARY 2021



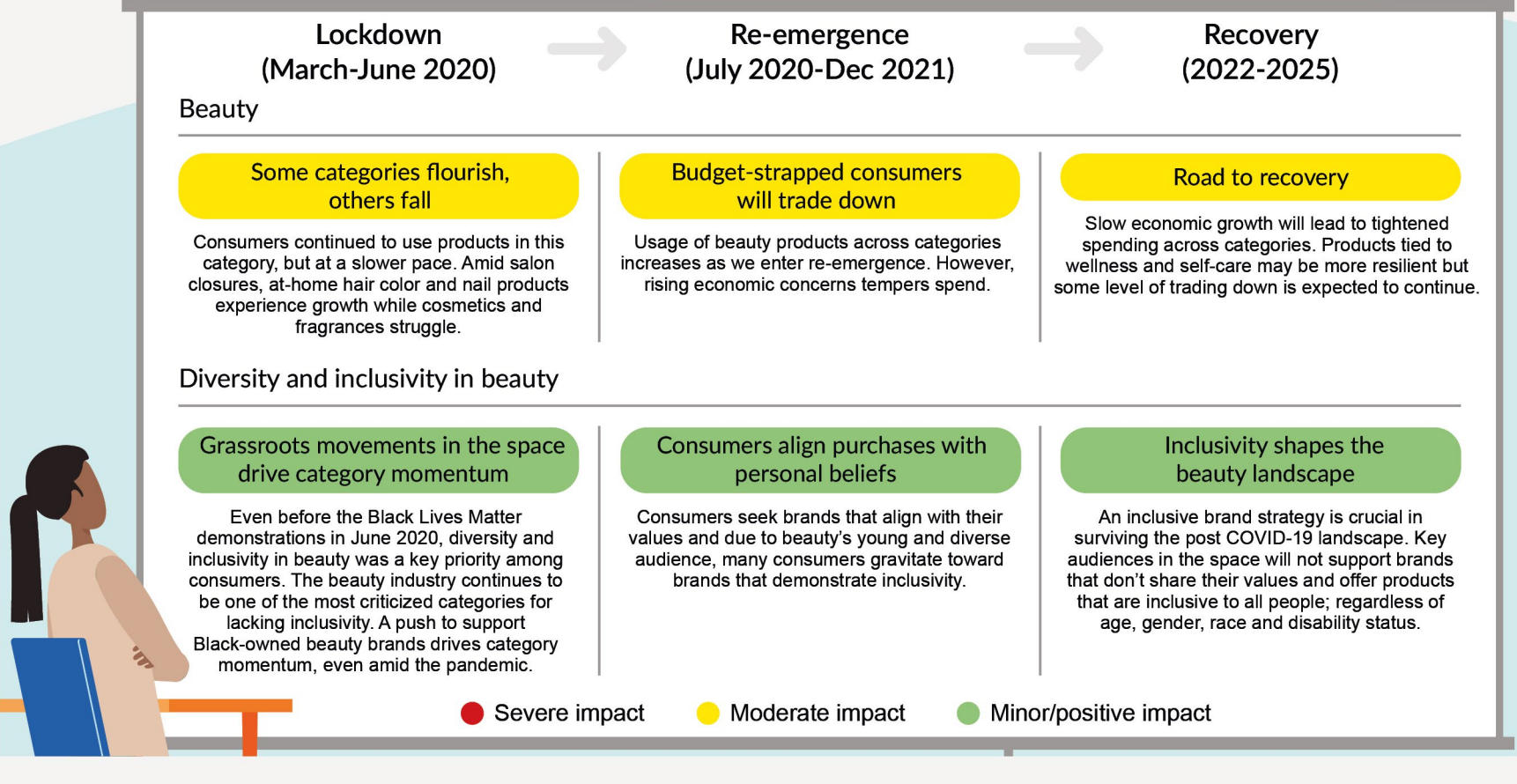
“

DIVERSITY IN BEAUTY IS NOT A MARKETING TACTIC – IT’S AN ESSENTIAL PRACTICE AND MUST BE A KEY AREA OF FOCUS AMONG EVERY BEAUTY BRAND ON THE MARKET TODAY. SUCCESSFUL BRANDS RECOGNIZE THAT INCLUSION IS AN ONGOING (AND NECESSARY) PROCESS THAT NEEDS TO BE CONSIDERED DURING EVERY PHASE OF PRODUCT DEVELOPMENT.

Clare Hennigan
Senior Beauty Analyst

”

COVID-19 ACCELERATED AMERICANS’ FOCUS ON DIVERSITY AND INCLUSIVITY IN BEAUTY

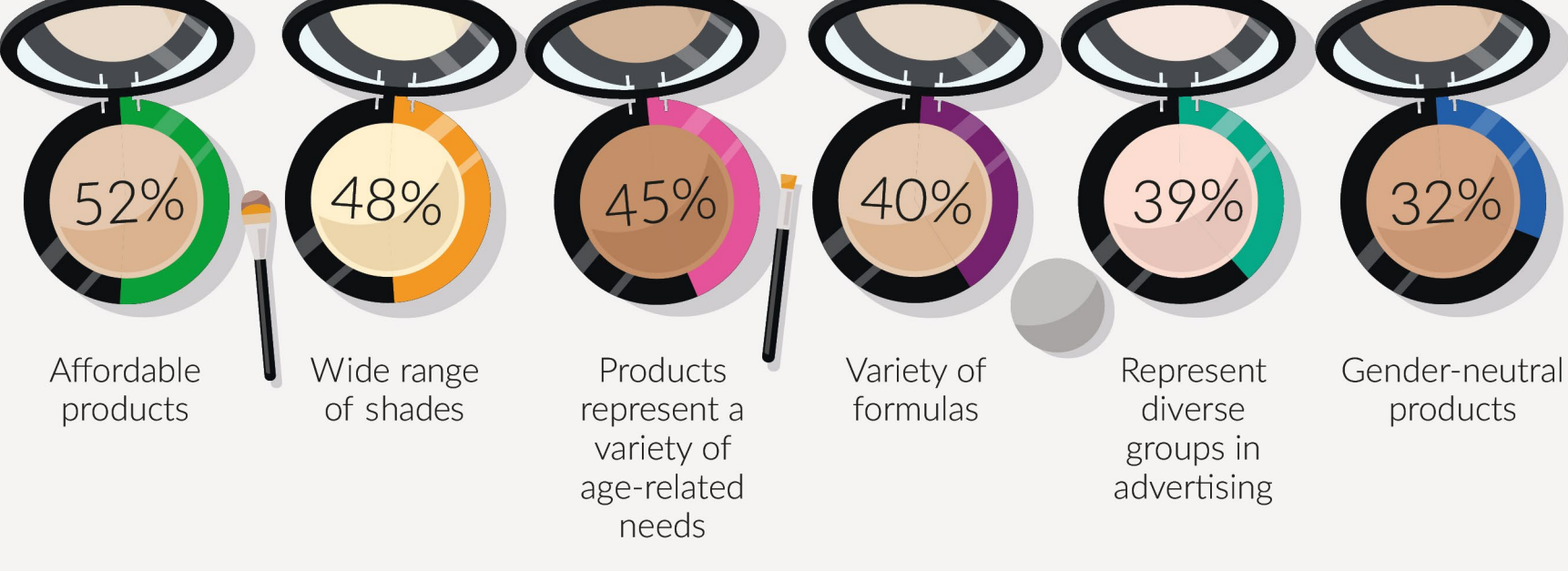


Source: Mintel

A ONE SIZE FITS ALL APPROACH TO DEI FALLS FLAT WITH CONSUMERS

Select brand inclusivity indicators, November 2020

Understanding consumer perception toward inclusivity in beauty is complicated and nuanced. How consumers determine if a beauty brand is “inclusive” is largely dictated by whether the brand satisfies their own individual needs, thus challenging a “one size fits all” approach to inclusivity. Brands will have success when they are truly able to align their approach to inclusivity with the needs and expectations of their target audience.



Base: 1,796 internet users aged 18+ who use beauty products | Source: Lightspeed/Mintel

BEAUTY BRANDS ARE NOT GOING TO BE ABLE TO SIT ON THE FENCE MOVING FORWARD

Select behaviors toward beauty brands, November 2020

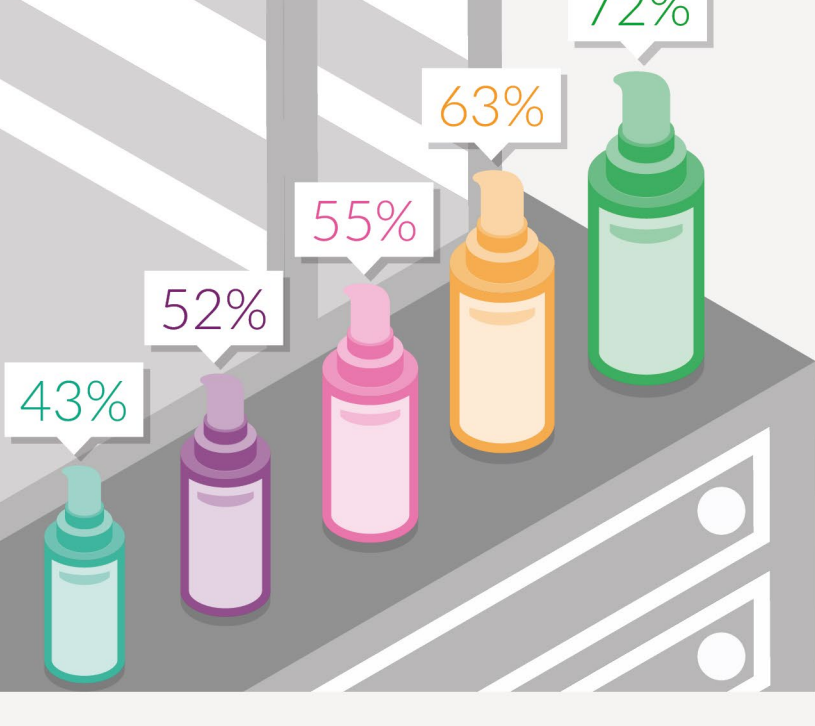
Successful brands recognize the need to evolve with the changing demographic landscape in order to earn loyalty and stand out in the competitive market. Think of inclusive product portfolios as a long-term investment. While the initial cost can be substantial, particularly for small/indie brands, demonstrating a strong (and authentic) commitment to inclusion can be a compelling purchase motivator.



Base: 1,796 internet users aged 18+ who use beauty products | Source: Lightspeed/Mintel

BEAUTY BRANDS HAVE THE OPPORTUNITY TO GROW BY INSPIRING AND EMPOWERING

Select attitudes toward diversity and inclusivity in beauty – any age, November 2020

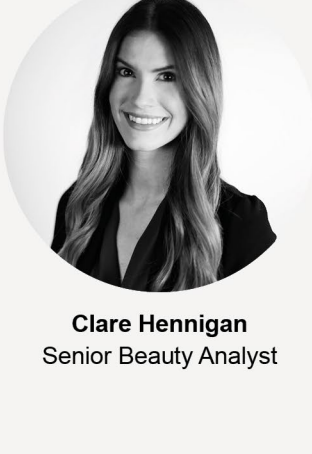


Beauty marketing is shifting from “aspirational” to “inspirational”, and key audiences in the beauty space are inspired when brands show their commitment to diversity and inclusion. To start “moving the needle” integrate different types of beauty diversity at a time when it’s authentic for the brand. Committing to diversity is an ongoing practice, and requires brands to listen to their audience to determine how efforts are perceived.

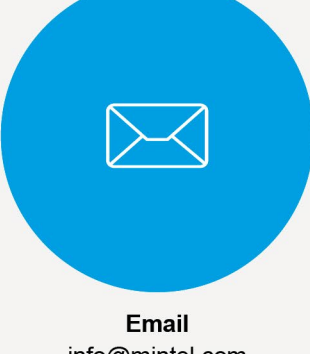
- Society’s idea of beauty is too rigidly defined
- “I’m inspired when beauty brands show diversity in advertisements”
- Most inclusive beauty brands are too expensive
- People should stop using a beauty brand if they did something offensive
- The beauty industry is more progressive than other industries

Base: 2,000 internet users aged 18+ | Source: Lightspeed/Mintel

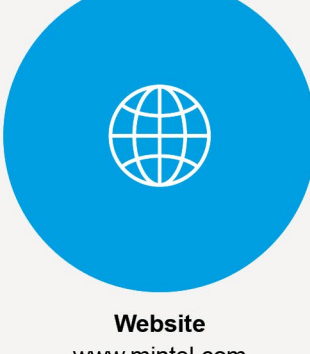
THANKS, GET IN TOUCH



Clare Hennigan
Senior Beauty Analyst



Email
info@mintel.com



Website
www.mintel.com

© 2021 Mintel Group Ltd. All rights reserved.
Confidential to Mintel.

