

# Generational Insights: Hispanic Heritage in Beauty

NielsenIQ

November 2024

*Brands that understand how Hispanics evolve through generations are set to win within the fastest growing demographic in America*



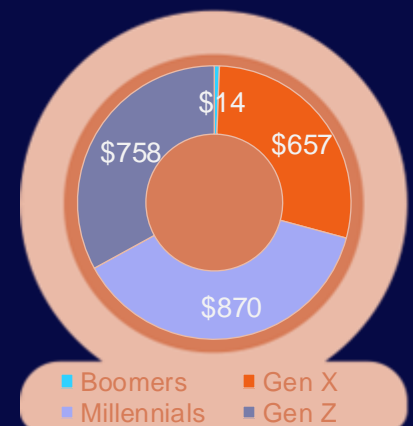
The future for Hispanics in the United States looks bright. Not only is this demographic boosting the population, they are also more optimistic about their current state and what the coming years will look like, as highlighted by NIQ's [2024 Hispanic Beauty Consumer](#) report. Nevertheless, the American Dream, as seen through the eyes of Hispanics, has evolved over generations. For the first generation, simply arriving in the US was a dream realized, further enriched by achieving financial stability and home ownership. The next generation focused on intergenerational mobility, striving for higher incomes through education and career advancement. By the third generation, US-born Latinos with US-born parents often saw a decline in the belief in the American Dream as their experiences dilute the struggles of their predecessors. Looking ahead to the fourth generation, there's only a 50% chance that Hispanics will self-identify as such. (1)

Despite the generational changes in US Hispanic population, the group continues to be dynamic and rapidly expanding, with significant implications for the economy, culture, and consumer markets. According to NielsenIQ's [Diverse Voices: Hispanic Consumer Report 2024](#), this group is not only growing in numbers but also in economic power and cultural influence. Since 2022, Hispanics have added upwards of \$2 billion dollars into the beauty space, with the younger generations driving the bulk of growth.

(1) Source: [Who is Hispanic? | Pew Research Center](#)

## Hispanics added \$2.3 billion USD to Beauty in the last 2 years

- Hispanic Millennials are the powerhouse demographic behind the beauty industry's growth, contributing an impressive \$870 million since 2022
- Following closely is Gen Z – despite the hurdles of starting their independent lives, they have added a substantial \$758 million to the space
- Not to be overlooked, Gen X has also made a significant impact, injecting \$657 million into the industry



Source: NielsenIQ. OmniShopper, US Syndicated Full View 444 Total (OMNI)\_L52 WE 09/07/2024. \$ Million Chg vs 2YA

# Generational Insights: Hispanic Heritage in Beauty



## The Journey of American Hispanics in Beauty

Brands in the beauty industry need to understand the distinct behaviors and preferences of the different generations of Hispanic households. This is a crucial step to develop tailored strategies that bridge gaps, enhance market offerings, and ultimately, unlock the full potential of Hispanic households across America in the coming decades.

Younger Hispanics tend to start their beauty journey in the world of cosmetics. Their spending peaks early, reflecting a youthful enthusiasm for self-expression and experimentation. However, as they age, this enthusiasm wanes, as shifting priorities and lifestyle changes evolve.

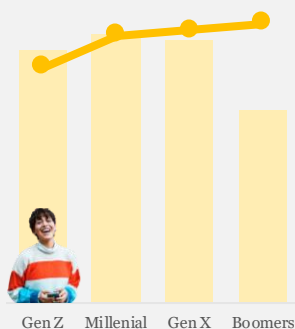
Facial skin care holds a special significance for Hispanic Millennials. Their investment in face care peaks during this stage of life, driven by a cultural emphasis on maintaining a youthful appearance and the influence of social media. Gen X also values this category, though their spending is more conservative, a reflection of different financial priorities or more established preferences in terms of brands and skincare routine.

Fragrances play a pivotal role in capturing the attention of the Hispanic market, especially for both Gen X, who boosts high spend, and Millennials, who show the highest engagement.

Across Hispanic generations, hair care remains a steadfast priority. Unlike other categories, spending on hair care does not decline significantly for Hispanic Boomers. This consistency suggests a deep-rooted cultural value placed on hair as a symbol of identity and pride, transcending age and remaining a constant in their beauty routines.

### Penetration & Value per Buyer L52 (Hispanic)

**Cosmetics & Nail Grooming**



**Spend Peaks at earlier ages** and subsequently deprioritised in spending at an older age

**Facial Skin Care**



Penetration peaks for Millennials and Gen Z, however the spend decreases over the years

**Fragrances**



Category penetration falls after spike in Gen X, however Millennials still boost highest spend

**Hair Care**



Spend & penetration grow consistently until drop at the oldest age



Penetration



Value per Buyer

## A Look at Generational Preferences

### Online is not a priority for Hispanics in beauty

E-commerce platforms are surprisingly not preferred by Hispanics to shop for beauty even though they tend to be more engaged with social media platforms for shopping beauty categories, particularly on TikTok Shop and Meta platforms, as uncovered by NIQ's *Social Selling Survey*.

There may not be an exact reason, but a multitude of motives, from the social activity that shopping represents, to the fact that in-store shopping for beauty provides a multisensorial experience. The fact is that there is a lower index of online retailers within beauty shopping for Hispanics.

The preferred retailers at young ages are Ulta Beauty and Sephora, which provide a wider repertoire of products, which is crucial during the discovery days of beauty routines that will determine shopping habits in later stages of life.

For older Hispanics, drugstores and food retailers gain relevance. These channels may have a strategy that better resonates with the needs of mature Hispanic households as we have seen mass retailers focus on the most innovative brands, something that experienced beauty shoppers may no longer be looking for.

### Hispanic heritage matters

Brand identity is a pivotal factor in the purchasing decisions of Hispanic consumers. According to the [2024 Hispanic Beauty Consumer report](#), brands that resonate with Hispanics in their country of origin tend to perform exceptionally well within this demographic, a trend that persists across generations. This enduring preference is often inherited from products used by their parents, a phenomenon likely influenced by the prevalence of multigenerational households among Hispanics.

Brands such as Nivea and Pond's, which are top sellers in Latin America, continue to be favored by Gen Z and Millennial households in the United

States. This loyalty underscores the importance of cultural relevance and familiarity in brand selection.

Untamable hair deserves its own mention. Across Hispanic Generations, the brands that over index primarily focus on hair styling, particularly solutions to hold and mold the naturally stubborn hair type of Hispanics.

Moco De Gorilla stands out as a brand with Hispanic heritage that has been able to capture almost every single Hispanic generation, offering a mix of tradition and consistency, and prioritizing communication in the native language, which has helped cement its status as a staple across time.

### What this means for brands

Understanding the unique needs and aspirations of each generation of Hispanics will enable brands to create more personalized and effective marketing campaigns, ensuring they resonate deeply with their target audience by emphasizing cultural heritage to unlock brand loyalty through products familiar to Hispanic households.

Brands that can connect with Hispanic consumers on a cultural level will build stronger, more enduring relationships. This involves not only offering products that are traditionally popular within Hispanic communities but also celebrating and incorporating cultural elements into branding and marketing efforts.

Enhancing the in-store shopping experience to cater to the social and sensory preferences of Hispanic consumers can significantly impact brand loyalty and sales.

Focusing on products that address specific needs is vital for resonating with Hispanic consumers. By understanding and addressing the unique beauty and personal care challenges faced by Hispanic individuals, brands can develop products that not only meet these needs but also build trust and loyalty within this growing market segment.





### About NielsenIQ

NielsenIQ, the world's leading consumer intelligence company, reveals new pathways to growth for retailers and consumer goods manufacturers. With operations in more than 100 countries, NIQ delivers the most complete and clear understanding of consumer buying behavior through an advanced business intelligence platform with integrated predictive analytics. NIQ delivers the Full View.

NIQ was founded in 1923 and is an Advent International portfolio company. For more information, visit [NIQ.com](https://nielseniq.com)

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### About the Authors:

This piece is a dynamic collaboration between Fernando Castelazo, Associate Client Director, and Anastasiia Okuneva, Client Manager. With their combined expertise and personal insights, they delve into the evolution of beauty traditions across Hispanic generations. The mission: to honor and keep alive the vibrant cultural heritage of Hispanic beauty.



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# Hispanic Gen Z

Born 1996 to 2012  
(12 to 28 Years Old)



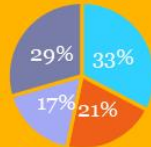
NIQ

## Spending Power

🏠 2.7M      🏡 \$1.6Bn

### % of \$

- Cosmetics
- Face Care
- Fragrances
- Hair Care



## Beauty Purchasing Patterns

Gen Z is trend-driven, shopping often and buying trendy items

- \$608 Dollars spent in Beauty Products
- 32 Beauty Trips in a year. In 50% of occasions, they buy Hair Care and Cosmetics
- Highest Spend per Occ goes to Fragrances (\$42), but only make 4 trips in a year
- They buy 2.5 Cosmetics products monthly

## Retailer Preference



## Brands that resonate

### Cosmetics

- Claire's
- No7
- HEB

### Fragrances

- Clinique
- Lattafa
- Chanel

### Face Care

- Almay
- Laneige
- Nivea

### Hair Care

- Moco de Gorila
- Hi-Pro-Pac
- Samnyte

Source: NielsenIQ, OmniShopper, US Syndicated Full View 444 Total (OMNI), L52 WE 09/07/2024

# Hispanic Millennials

Born 1977 to 1995  
(29 to 47 Years Old)



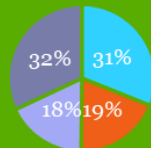
NIQ

## Spending Power

🏠 8.2M      🏡 \$5.7Bn

### % of \$

- Cosmetics
- Face Care
- Fragrances
- Hair Care



## Beauty Purchasing Patterns

Millennials are frequent shoppers with high spending

- \$698 Dollars spent in Beauty Products, the highest amongst Hispanics
- 37 Beauty Trips in a year. The most seek out products are Hair Care and Cosmetics
- Interest on Face Care products accelerates, with a HHP leap of +6 compared to Gen Z

## Retailer Preference



## Brands that resonate

### Cosmetics

- Duo
- HEB
- Venalisa

### Fragrances

- Luminous (B&BW)
- Brightest Bloom (B&BW)
- Paco Rabanne

### Face Care

- Vichy
- Pond's
- Dermalis

### Hair Care

- Moco de Gorila
- Wetline Extreme
- Sophi

Source: NielsenIQ, OmniShopper, US Syndicated Full View 444 Total (OMNI), L52 WE 09/07/2024

# Hispanic Gen X

Born 1965 to 1976  
(48 to 59 Years Old)



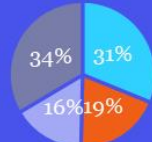
NIQ

## Spending Power

4.5M \$3.1Bn

### % of \$

- Cosmetics
- Face Care
- Fragrances
- Hair Care



## Beauty Purchasing Patterns

Gen X balances between frequency and quantity

- \$683 Dollars spent in Beauty Products
- 37 Beauty Trips in a year. In 50% of occasions, they buy Hair Care and Cosmetics
- Highest Spend per Occ goes to Fragrances (\$42), but only make 4 trips in a year
- Their highest buy rate goes to Hair Care

## Retailer Preference



Warehouse club

## Brands that resonate

### Cosmetics

- Diosa
- HEB
- Morovan

### Fragrances

- Valention
- Prada
- Lattafa

### Face Care

- Vichy
- Naturium
- The Crème Shop

### Hair Care

- Wet Line Extreme
- Sophi
- Ardell

Source: NielsenIQ, OmniShopper, US Syndicated Full View 444 Total (OMNI), L52 WE 09/07/2024

# Hispanic Boomers

Born before 1965  
(60+ Years Old)



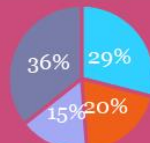
NIQ

## Spending Power

3.1M \$1.7Bn

### % of \$

- Cosmetics
- Face Care
- Fragrances
- Hair Care



## Beauty Purchasing Patterns

Boomers prefer fewer shopping trips but buy in bulk

- \$550 Dollars spent in Beauty Products
- 33 Beauty Trips in a year. In 40% of occasions, they buy Hair Care & they spend \$200 a year on Hair Care
- Mirroring the rest of generations their highest Spend per Occ goes to Fragrances (\$39), but they only make 4 trips in a year

## Retailer Preference



Grocery Stores



Warehouse club

## Brands that resonate

### Cosmetics

- HEB
- Make Up Forever
- Diosa

### Fragrances

- Tom Ford
- Mugler
- Fine'ry

### Face Care

- The Inkey List
- Han Hoo
- Rael

### Hair Care

- Sophi
- Moco de Gorila
- Wet Line Extreme

Source: NielsenIQ, OmniShopper, US Syndicated Full View 444 Total (OMNI), L52 WE 09/07/2024