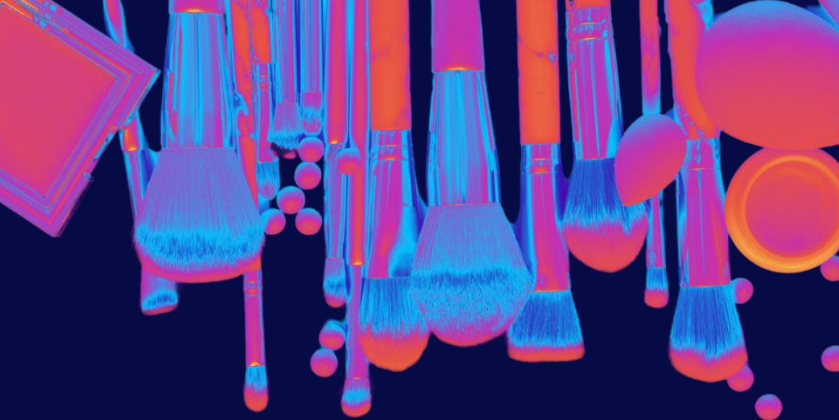


The Colors NYC

Kymberly Graham
October 2024

NielsenIQ





Key take aways

Diversity is key

The multi-cultural population in the US is growing substantially and their buying power is following suit.

Prioritize Black Consumers

Black consumers are a young and growing population that are outspending the Total US in key Beauty categories.

Multi-Cultural Marketing is crucial

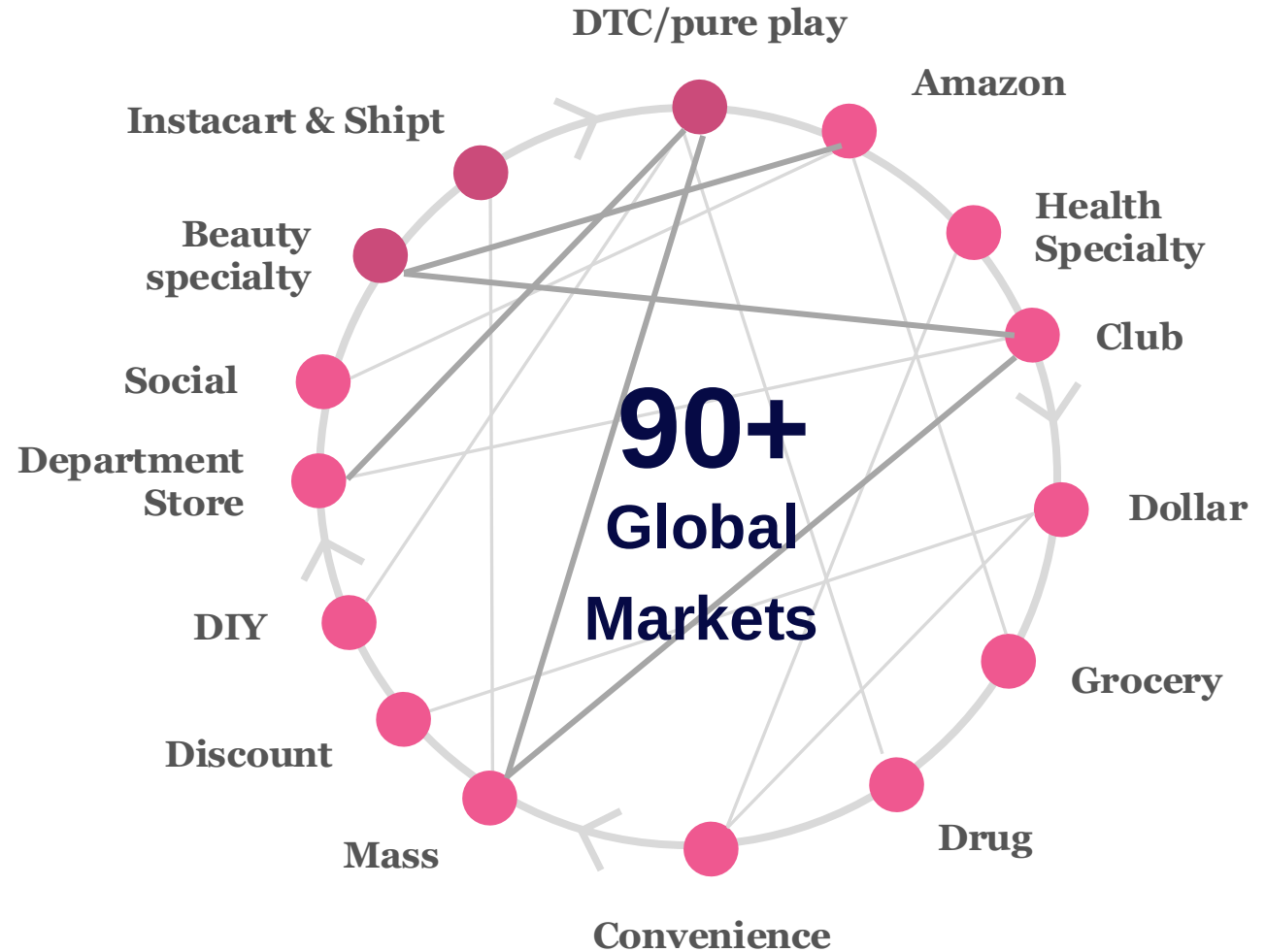
Multi-cultural marketing is no longer a “niche”, but rather a necessity for growth.

African Influence is strong

Ingredients with African origins are growing in importance across Scan and Search trends, specifically in body care.

NIQ delivers the *Full View* of beauty buying behavior

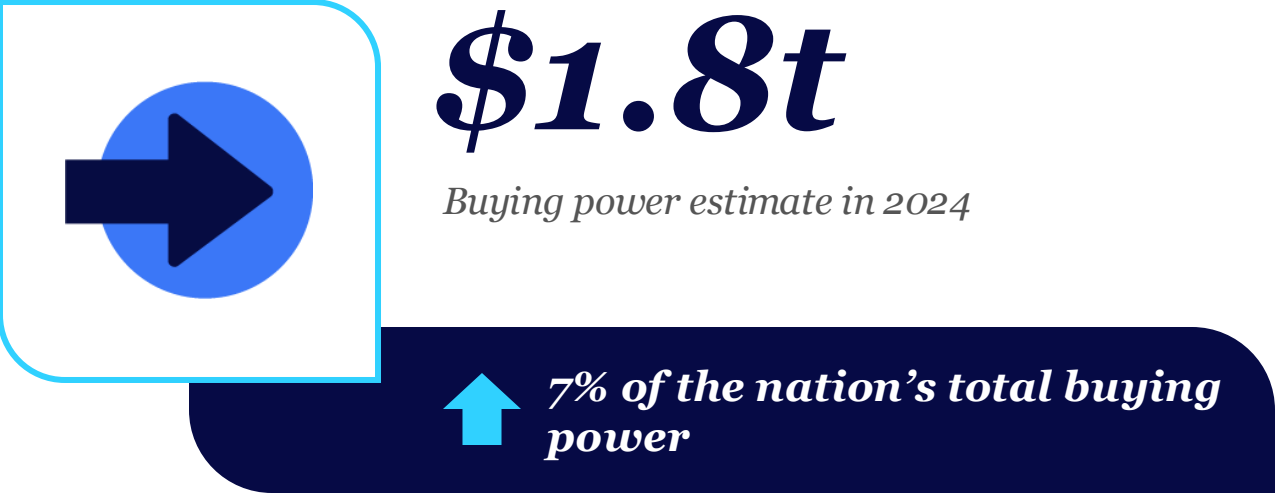
- The industry's most trusted consumer data—more channels, sources, consumers, and regions
- Validated with point of sales data directly from retailers



Importance of Multicultural Consumers



Multi-cultural buying power projections remain strong



Data source: <https://news.uga.edu/selig-multicultural-economy-report-2021/>

**Black consumers
are spending an
average of \$823
per year on
beauty and
personal care
compared to \$830
for total US**

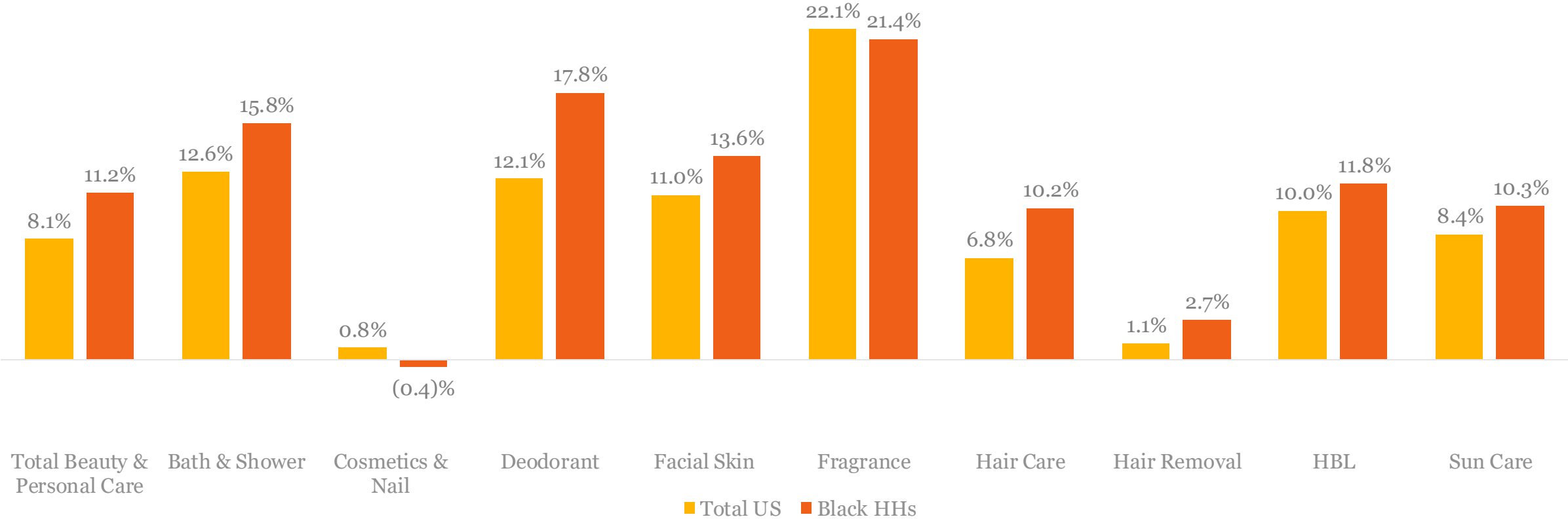


Source: NielsenIQ Omnishopper Panel Total US Latest 52 weeks ending 8/10/2024 vs YA

Black households are seeing faster growth for total beauty compared to total US

Cosmetics and Fragrance are the only categories where growth is under pacing that of total US

Beauty and Personal Care \$ % Chg

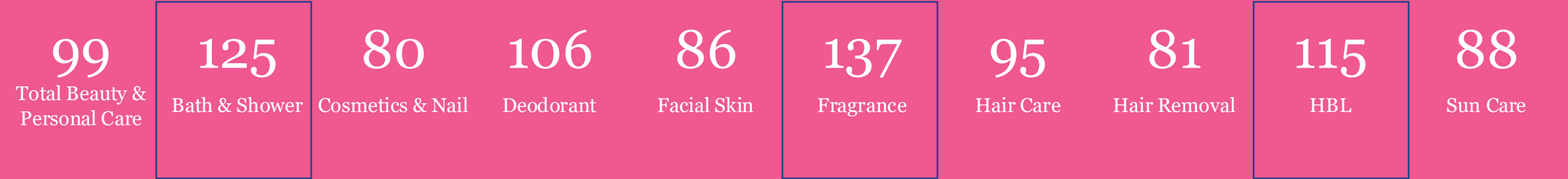


Source: NielsenIQ Omnishopper Panel Total US Latest 52 weeks ending 8/10/2024 vs YA

Black households are outspending in bath & shower, deodorant, fragrance, and HBL



Index of dollars to buyers



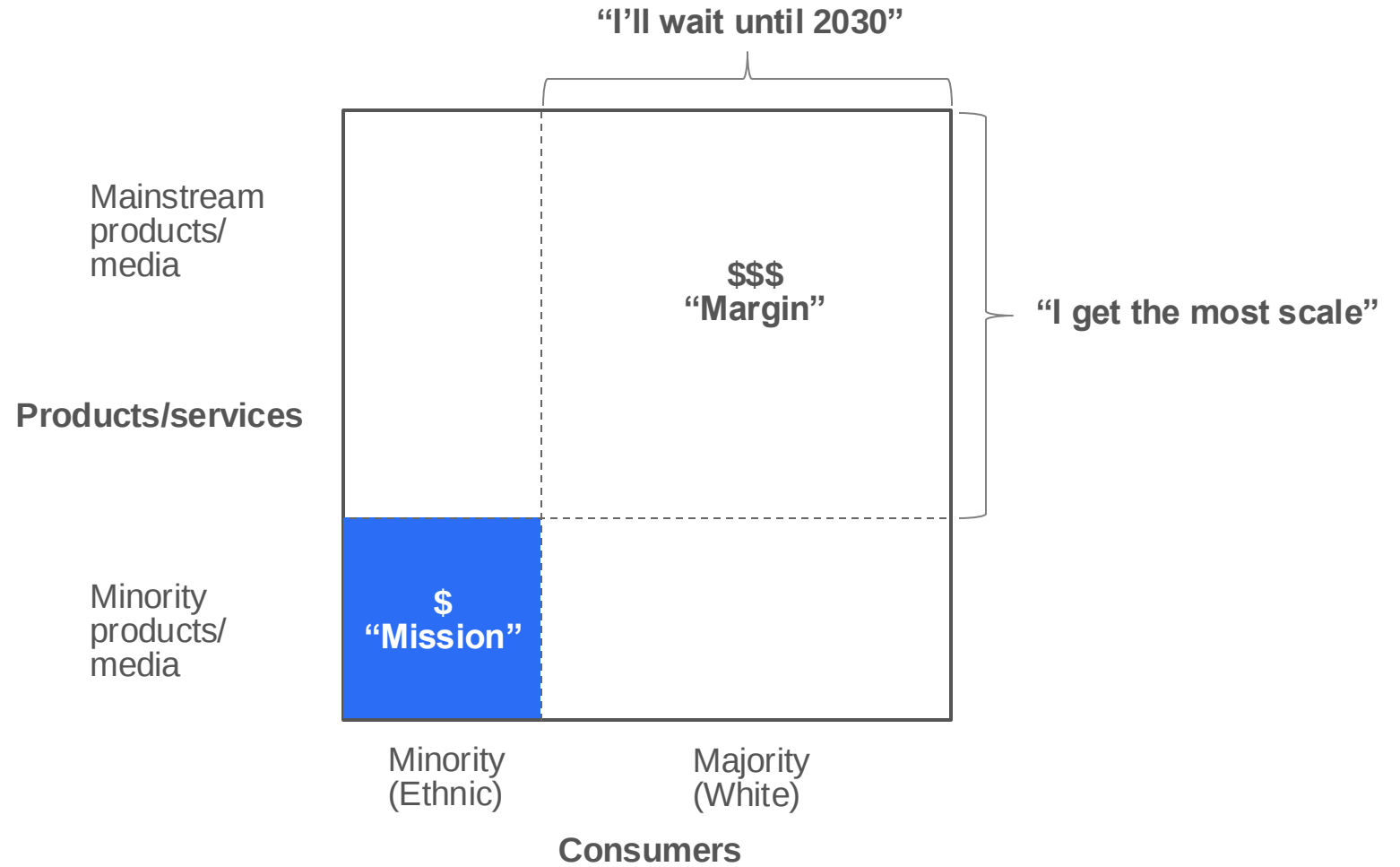
Source: NielsenIQ Omnishopper Panel Total US Latest 52 weeks ending 8/10/2024 vs YA

Redefining the marketing model



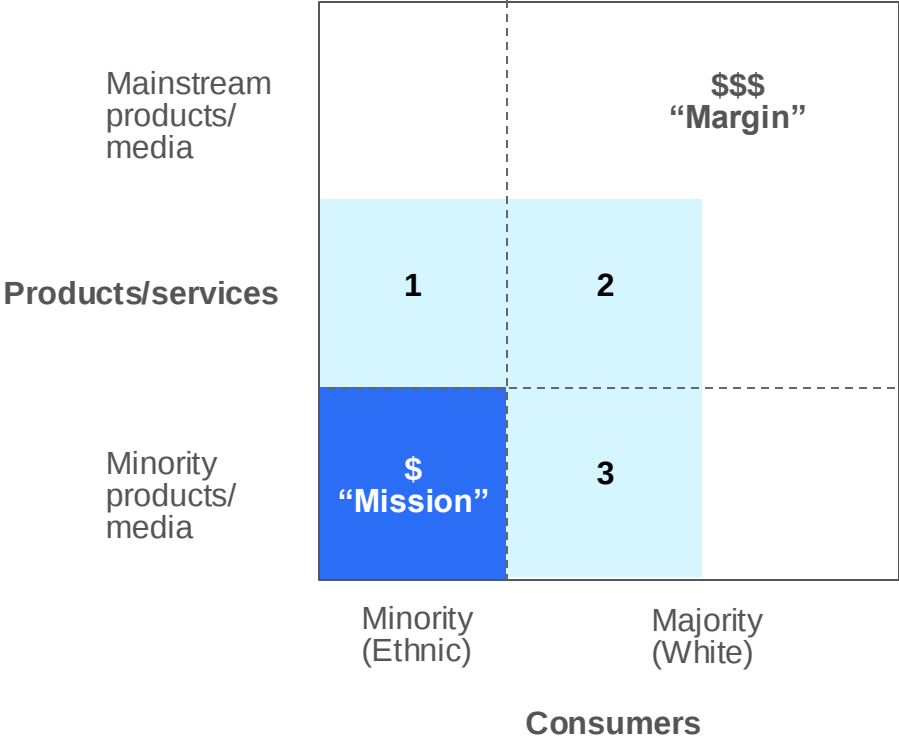
Convention
previously
confined
Multicultural
marketing to a
niche.

The old marketing worldview



Prioritizing multicultural consumer needs can result in broader sales and appeal

Three incremental opportunities



- 1

Incorporating multicultural-appealing features into primary product lines and marketing initiatives.
- 2

Fusing multicultural-appealing attributes with high-reach categories to produce a new experience.
- 3

Increasing availability of ethnic products and preferences to the general population.

The Rise of African-originated Ingredients



Ingredients with African origins seeing dollar growth in beauty



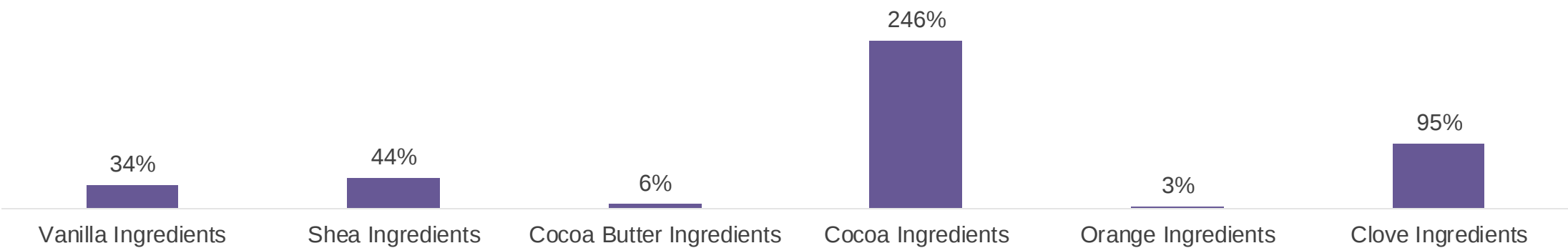
Source: NielsenIQ RMS Total US xAOC Latest 52 weeks ending 9/7/2024

People are specifically searching for these ingredients in their beauty routines

Body Care is a top searched-for category among many ingredients

Ingredients with African Origins

Search Volume % CHG



Top Search Terms	"vanilla perfume" "vanilla body wash" "vanilla body oil"	"shea moisturizer" "shea butter body wash" "shea butter lotion"	"cocoa butter lotion" "cocoa butter lip balm" "cocoa butter body wash"	"body lotion cocoa" "cocoa lotion"	"orange lipstick" "orange hand soap" "orange deodorant"	"clove lip balm" "clove toothpaste"
Top Growing Categories	Bath Prep. & Body Wash Personal Cleanliness Fragrance	Hair Care Preparations Lotions	Lip Preparations	Skin Care Preparations	Lip Preparations	Oral Hygiene

Source: NielsenIQ Label Insights, Time Period: June 2024

Thank you.

