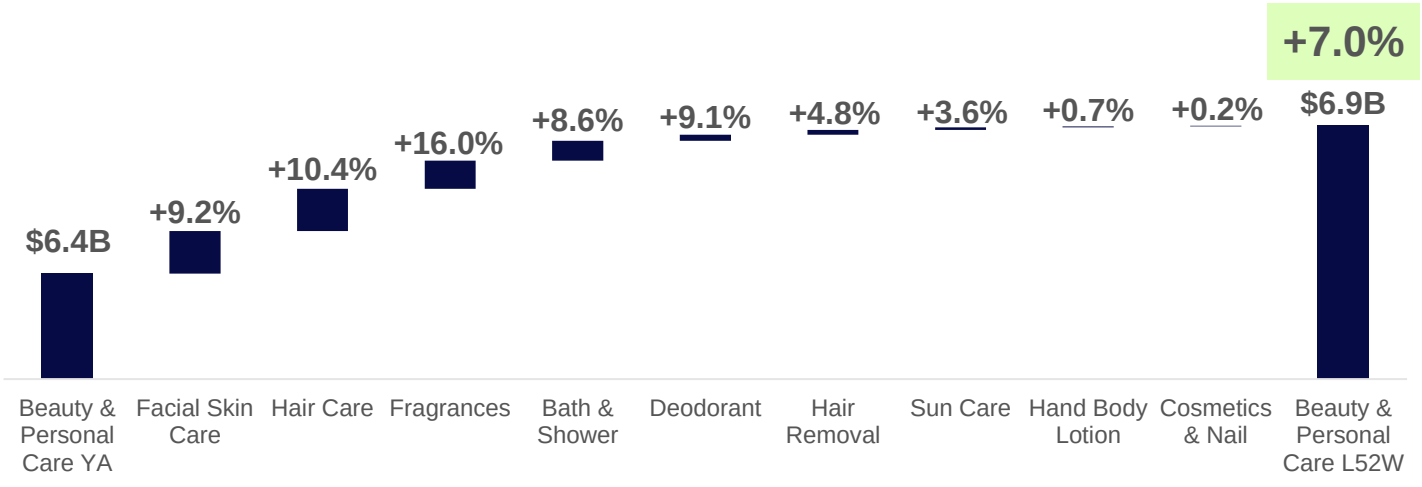
NielsenIQ

The Asian American Beauty Consumer

AANHPI consumers are highly engaged and valuable to the beauty industry, driving growth across all categories—including a +7% increase in Beauty overall. For more information, check out the full report here.

$ Sales % Change vs YA among Asian Beauty Buyers



Source: NielsenIQ POD Omnishopper Panel Total US 52 weeks ending 2/25/2025.

	Beauty $ per Buyer	Beauty $ per Trip
Total US	$854.13	$17.88
Asian Americans (5% of Beauty Buyers)	**$982.84**	**$22.40**
	15% more!	+$4.52

Source: NielsenIQ POD Omnishopper Panel Total US 52 weeks ending 2/25/25

Asian Americans are strong online Beauty shoppers

$3.1B

Online beauty & personal care spend by **Asian Americans**

- Outpaces in-store growth by Asian Americans (+11.7% vs +3.4%)

$592 item buying rate

Online beauty & personal care spend per **Asian American** buyer

- Higher spend than total US buyers (+$121)

17.9 purchase frequency

Asian American online beauty & personal care in the last 12 months

- Higher frequency than total US (+0.5)

Source: NielsenIQ POD Omnishopper Panel Total US 52 weeks ending 2/25/25

NielsenIQ © 2024 Nielsen Consumer LLC. All Rights Reserved.