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Asian Beauty Consumer 2026

Asian Americans are one of the fastest-growing consumer segments in the U.S., but their purchasing decisions are shaped by distinct cultures, languages, immigration histories, and values.

24.4M
Asian individuals in the United States

10%
of the Asian population lives in poverty

4 in 5
Asian Americans identify as Asian alone

1 in 2
Asian immigrants came to the U.S. for economic and educational opportunities

54%
are immigrants, with half of them living in the U.S. over 21 years

78%
of Asian adults have experienced the "forever foreigner" stereotype

34.7
Is the median age, compared to 38.0 for total US

63%
speak a language other than English at home

Source: PEW Research

Top ranked concerns for Asian consumers

- Inflation & High Prices
- Cost of Healthcare
- Recession & Unemployment
- Money Enough to Live Right & Pay Bills

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Source: NIQ Consumer Life

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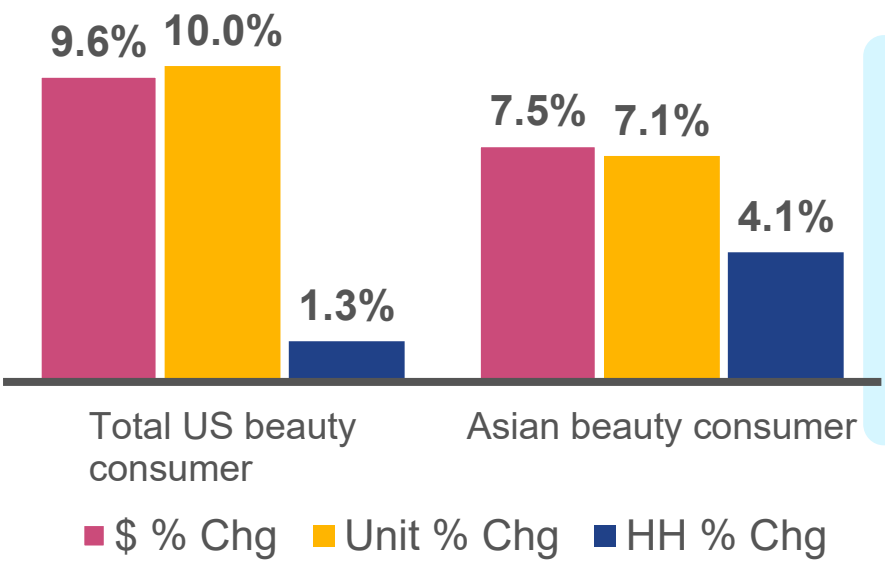
Asian Beauty Consumer 2026

Asian consumers are up +7.5% in dollar spend in beauty, but it is under pacing total U.S.



$7.6 billion

Beauty spend by Asian consumers

Source: NielsenIQ POD Omnishopper; Total Outlets, 52 Weeks Ending 3/21/26; Beauty defined as Bath & Shower, Cosmetics & Nail, Deodorant, Facial Skin Care, Fragrance, Hair Care, Hair Removal, Hand Body Lotion, and Sun Care

High engagement categories for Asian consumers

Skin First

- Eye Skin Care
- Facial Cleansers
- Facial Moisturizers
- Facial Appliances
- Sunscreen
- Lip Balm

Glam

- Cosmetic Implements
- Eye Liner
- Eye Shadow
- Face Cosmetics
- Lip Color
- Lip Gloss

Routine

- Fragrance
- Hair Tools
- Hair Treatments

Source: NielsenIQ Omnishopper Panel Total US Latest 52 weeks ending 3/21/2026.
""Categories have a dollar buy rate that is 30% higher than total Panel

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