

Hispanic Beauty Consumer 2026



Hispanic consumers are one of beauty’s most important growth engines, driving disproportionate spending and growth across Beauty & Personal Care. Hispanic shoppers spend 30% more annually on beauty than non-Hispanic shoppers, over-index in key beauty categories, and continue to fuel growth across both digital and physical retail channels.

1 in 5

Americans are Hispanics, up from 13% in 2000

3 in 4

Say Hispanics have many different cultures, not one

33%

Are immigrants, down from 40% in 2000

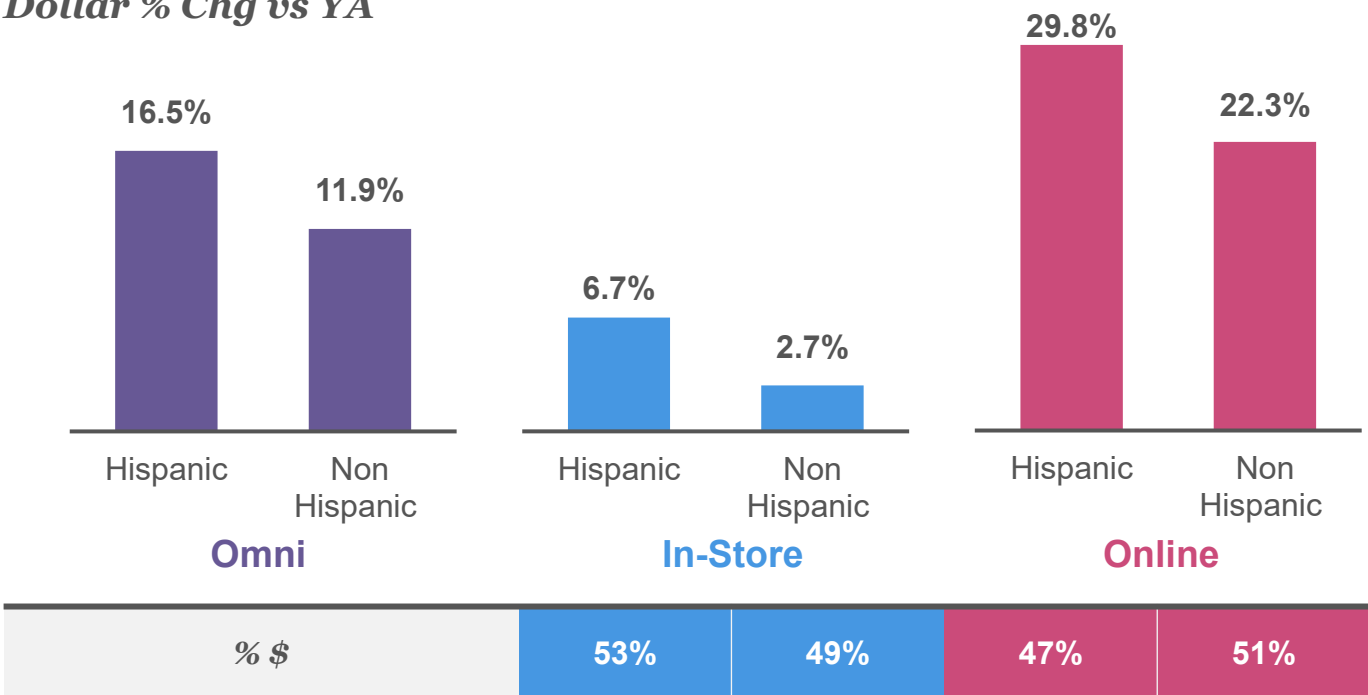
32.1

Is the median age, compared to 43.2 for White Americans

Source: PEW Research

It is critical to engage Hispanic Beauty Consumers online but also prioritize them as an engine for continued In-Store growth

Dollar % Chg vs YA

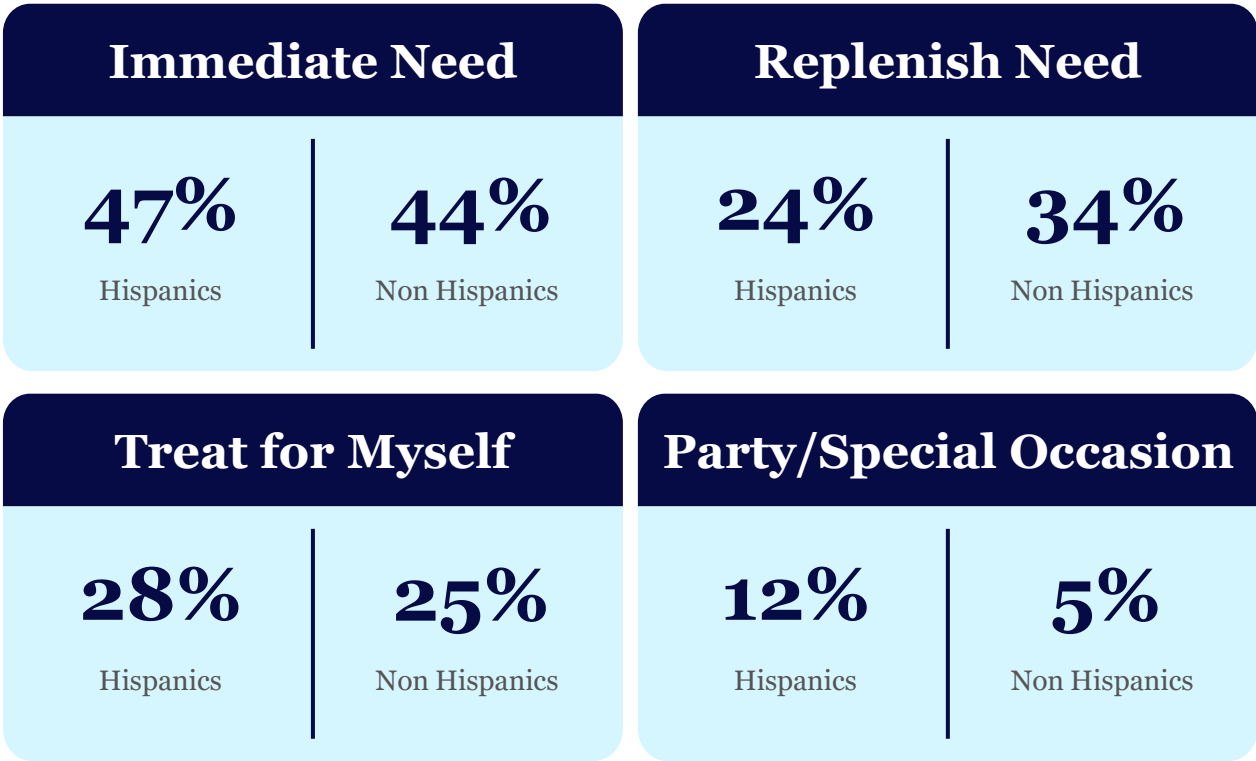


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Hispanic consumers are making more beauty trips driven by immediate needs and shopping for the occasion

% of consumers who are shopping the category due to:



Source: NielsenIQ Omnishopper Fundamentals Survey Fall 2025

Low and High income Hispanic shoppers are diverging more from Non Hispanic shoppers compared to mid income

