

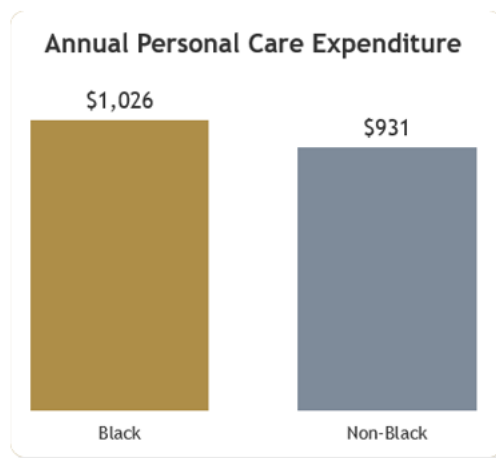
Black Consumer Power

The Key to Personal Care Growth Today

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Source: Consumer Expenditure Survey 2023

Black Americans wield immense economic power, making up 12% of the U.S. population. The segment outspends all other groups in personal care, averaging \$1,026 annually—\$95 more per household than other racial demographics. Their deep cultural emphasis on self-care and beauty drives industry-wide trends, reinforcing their role as a cornerstone of market growth. To truly resonate and succeed, personal care brands must build their strategies around three essential pillars: **embracing cultural authenticity, recognizing Black consumers' spending power and influence, and prioritizing inclusive marketing**. Brands that authentically engage with Black consumers won't just keep up—they'll lead the future of personal care.

Be Real and Bold in Messaging - Genuine Connection Builds Trust and Loyalty

For Black consumers, personal care and beauty purchases go beyond function—they're a form of **self-expression, individuality, and authenticity**. At the core of Black culture is a deep commitment to being real—a core Group Trait of the segment that is rising. These values shape how Black consumers engage with brands and are now more important than ever. **Expression through style and creativity is key**, with Black consumers being more likely than others to see fashion, beauty, and even personal care as creative outlets. Products aren't just about hygiene—they're about identity.

Black consumers are **thoughtful and influential**, actively shaping trends and setting cultural standards. They are more open about their emotions and experiences than the broader population, making their preferences and expectations clear. For brands looking to connect, the takeaway is clear: **authenticity, representation, and self-expression** are essential. Companies that fail to reflect these cultural truths risk being dismissed as out of touch, while those that embrace them will earn deep and lasting loyalty.



Source: Collage Group Cultural Traits Survey, December 2024

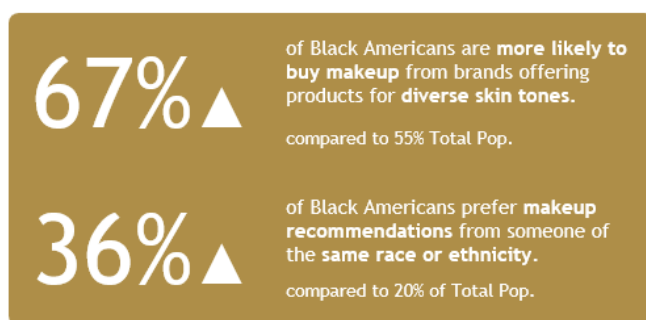
Design Products and Marketing for Black Consumers - They Are the Blueprint



Source: Int J Womens Dermatol. June 2023

Personal care is more than just a routine for Black consumers—it's a **deeply personal and culturally significant practice**. Their strong **brand loyalty** and preference for products that cater to their unique needs make them one of the most engaged consumer segments in the industry. This loyalty is especially evident in **hair care, a \$2.5 billion market, where Black women spend nine times more on ethnic hair products** than their non-Black counterparts.

Beyond hair care, **nuanced representation is crucial in beauty purchases**. Black Americans are more likely to support makeup brands that offer diverse shade ranges and tend to trust recommendations from individuals who share their racial or ethnic background. Their strong product preferences, cultural influence, and high engagement make them key drivers of industry trends, shaping the future of beauty in meaningful ways.



Source: Collage Group Category Essentials Spring 2024

Brands that prioritize the segment's distinct needs—not just in products but in marketing and representation—will earn their trust and spending power. For Black consumers, personal care is more than a necessity—it's an **extension of identity**, making this segment essential for brands that want to lead in the personal care industry.

Collaborate with Black Voices - Inclusion Drives Impact

Black consumers are serious about inclusive marketing, favoring brands that reflect their experiences and collaborate with their communities. More than just visibility, true inclusion means capturing real-life experiences, recognizing shared challenges, and working with Black creators to build authenticity and trust. **Inclusive marketing and DEI go hand in hand**, reinforcing that diversity should be embedded in both marketing strategies and internal business practices—not treated as a trend. While DEI shapes the foundation of an inclusive workplace, inclusive marketing ensures those values are authentically reflected in external messaging and brand engagement.

Inclusive Marketing 3.0

 **Real-Life Resonance:** Capture everyday experiences to build Relevance.

 **Struggle Solidarity:** Recognize shared challenges and a focus on hope to drive Trust.

 **Cultural Co-Creation:** Partner with diverse consumers to boost Values and Advocacy.

A strong example is e.l.f. Cosmetics, which has made DEI a core business value rather than a temporary initiative. By maintaining a diverse workforce and leadership team, the brand ensures that inclusion is reflected not just in campaigns but in company culture. This approach has coincided with major financial success, proving that **diversity isn't just good ethics—it's a smart growth strategy**. Notably, according to [Fluen.ci](#), half of Black consumers view the brand as on the rise, signaling strong brand momentum and reinforcing the impact of authentic engagement. Brands that prioritize **authentic representation and consumer collaboration** will gain lasting trust, loyalty, and market influence. For deeper insights on inclusive marketing and DEI, explore our [latest research](#).



Source: e.l.f. CEO Tarang Amin on CNN

Bottomline: Invest in Black Consumers to Lead the Future of Personal Care



Black consumers are not just participants in the personal care industry—they are **leaders, trendsetters, and cultural drivers**. Their high spending power, brand loyalty, and influence make them a critical segment for brands seeking sustained growth. However, meaningful engagement requires more than just acknowledgment; it demands a long-term commitment to inclusivity, cultural understanding, and authentic representation. **Brands must prioritize Black consumers beyond fleeting trends, develop products that truly reflect their needs and cultural significance, and embrace diversity in marketing through genuine storytelling.** More importantly, companies must move beyond performative gestures and invest in DEI efforts that create real impact within communities.

By taking these actions, brands can forge lasting connections with one of the most engaged and influential consumer groups in personal care—leading the industry toward a more inclusive, authentic, and sustainable future. Now is the time to act.

About Collage

Collage is the only AI-enabled cultural intelligence engine that provides brands with curated, actionable, cultural insights to accelerate revenue growth. Only Collage fuses consumer, brand and industry insights from 26 billion primary data points to provide brands with unparalleled depth of insights on the why behind consumers' behaviors. Collage enables the world's leading brands to futureproof their brands, identify and win with the fastest growing segments, increase brand resonance and loyalty, and authentically activate across all the marketing levers. Founded in 2009, culture has always been at the company's core. Collage is a National Minority Supplier Development Council (NMSDC) certified minority-owned small business