LATINOS AND BEAUTY AS WE AGE: A CULTURAL REFLECTION

2019 Hispanic/Latino Report

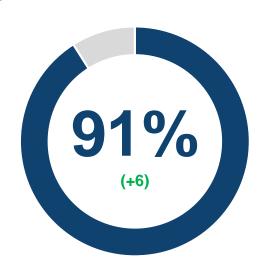# Table of Contents

EXECUTIVE SUMMARY

Executive Summary

- Latinos define personal beauty first and foremost as having intrinsic values like personality, character, and kindness.

- Although Latinos say beauty comes from within, most are motivated to look good on the outside to reflect their internal value and to communicate it to others. Motivations related to establishing one's place in the social hierarchy (e.g., standing out, looking good to others on social media, being viewed as successful) are much more prevalent for Latinos compared to the general population, especially among people ages 50 and older.

- Perhaps for this reason, beauty and personal grooming remain highly important to 9 out of 10 Latinos at every age, and their propensity to embrace trends does not diminish after middle age. Furthermore, beauty and personal grooming is not only something they feel obliged to do but something they enjoy. A majority of Latinos ages 50 and older (61%) say it is fun to keep up with what's current, more than twice that of the average consumer over age 50.

- Despite spending significant time and money on beauty and personal grooming products, a majority of older Latinos feel the industry treats them as an afterthought (69%) and say they feel invisible in beauty and personal grooming advertisements (60%).

- The 50+ Latino segment presents a market opportunity for both product development and advertising in the beauty and personal grooming category. A large majority (8 in 10) of Latino adults of all ages say they would be more likely to use a brand that features a mix of ages in its advertising. One example of unmet needs: Nearly 9 out of 10 Latinas ages 40 and older want to see more beauty and personal care products formulated specifically for menopausal needs.
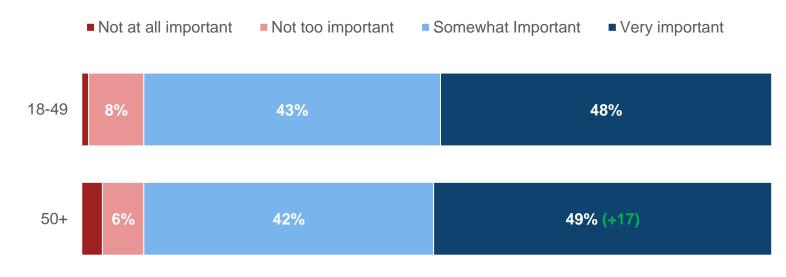
IMPORTANCE OF BEAUTY

Beauty and personal grooming are very important to Latinos and its importance does not diminish with age.

- Nearly all Latinos (91%) believe beauty and personal grooming are important, including half who feel it is "very important."
- Beauty and personal grooming are more important to Latinos than to the general population.

Beauty and personal grooming are important to me
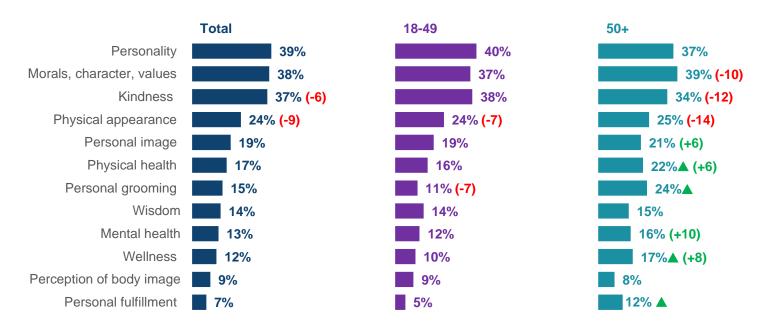
91%

(+6)

Importance of beauty and personal grooming

- Not at all important
- Not too important
- Somewhat Important
- Very important

18-49	8%	43%	48%
50+	6%	42%	49% (+17)

Numbers in parentheses are percentage points higher/lower than the general population segment (±>5 shown)

Latinos of all ages believe beauty comes from within.

- The top three definitions of beauty, which are consistent across age groups, are internal characteristics.
- **Latinos ages 50 and older** are more likely than younger Latinos to cite physical health, personal grooming, wellness, and personal fulfilment as elements of beauty.

What do you feel defines beauty?

	Total	18-49	50+
Personality	39%	40%	37%
Morals, character, values	38%	37%	39% (-10)
Kindness	37% (-6)	38%	34% (-12)
Physical appearance	24% (-9)	24% (-7)	25% (-14)
Personal image	19%	19%	21% (+6)
Physical health	17%	16%	22%▲ (+6)
Personal grooming	15%	11% (-7)	24%▲
Wisdom	14%	14%	15%
Mental health	13%	12%	16% (+10)
Wellness	12%	10%	17%▲ (+8)
Perception of body image	9%	9%	8%
Personal fulfillment	7%	5%	12% ▲

"Belleza es alguien que tenga una personalidad maravillosa y sus morales son buenos."

"True beauty is within the soul of the individual, but external beauty is the initial attraction."

"I would describe beauty as being real, authentic and honest. I don't think beauty has to be perfect and without flaws. Beauty is from within."
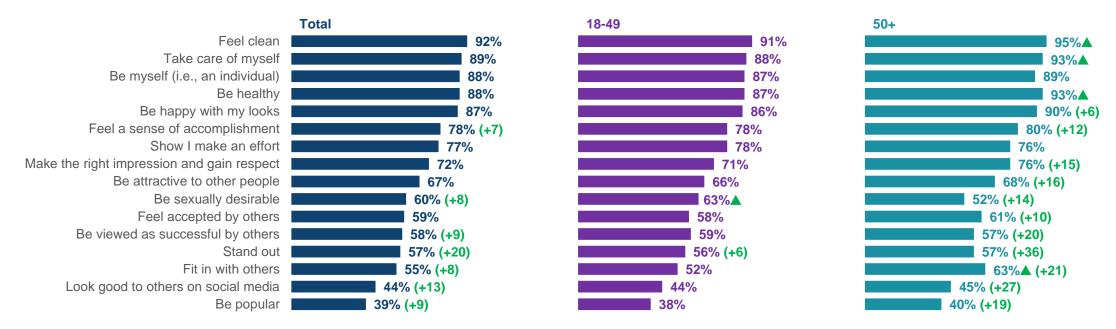
Base: Total Hispanic/Latino (n=686), 18-49 (n=370), 50+ (n=316)
Q18: You may have mentioned some of these before, but which of the following elements, if any, do you feel define beauty?

▲/▼ Statistically higher/lower between ages at the 95% confidence level
Numbers in parentheses are percentage points higher/lower than the general population segment (±>5 shown)

While internal motivations primarily drive attention to beauty, external motivations play a roll as well, regardless of age.

- Most important motivations, which are intrinsic, are consistent with the general population.
- Secondary motivations, linked to how people are viewed by others, are significantly more important than for the general population, especially among adults ages 50 and older

How much does each of the following motivate you to focus on your own beauty and personal grooming?

	Total	**18-49**	**50+**
Feel clean	92%	91%	95%▲
Take care of myself	89%	88%	93%▲
Be myself (i.e., an individual)	88%	87%	89%
Be healthy	88%	87%	93%▲
Be happy with my looks	87%	86%	90% (+6)
Feel a sense of accomplishment	78% (+7)	78%	80% (+12)
Show I make an effort	77%	78%	76%
Make the right impression and gain respect	72%	71%	76% (+15)
Be attractive to other people	67%	66%	68% (+16)
Be sexually desirable	60% (+8)	63%▲	52% (+14)
Feel accepted by others	59%	58%	61% (+10)
Be viewed as successful by others	58% (+9)	59%	57% (+20)
Stand out	57% (+20)	56% (+6)	57% (+36)
Fit in with others	55% (+8)	52%	63%▲ (+21)
Look good to others on social media	44% (+13)	44%	45% (+27)
Be popular	39% (+9)	38%	40% (+19)

▲/▼ Statistically higher/lower between ages at the 95% confidence level
Numbers in parentheses are percentage points higher/lower than the general population segment (±>5 shown)

Mothers are the most common first beauty and personal grooming influencer for Latinos.

	18–49			50+		
	Male	Female	Total	Male	Female	Total
My mother	29%	39%	34%	38%	31%	34%
My father	15%	3%	9%	10%	4%	7%
My children	4%	5%	4%	10%	9%	9%
My grandfather	1%	1%	1%	3%	1%	2%
My grandmother	3%	4%	4%	4%	10%	7%
Colleagues	2%	2%	2%	1%	1%	1%
Close friends	12%	8%	10%	4%	4%	4%
Celebrities	8%	6%	7%	6%	2%	4%
Other family members	5%	6%	5%	2%	8%	6%
Other nonfamily members	4%	4%	4%	6%	1%	6%
No one	17%	24%	21%	17%	26%	22%

My mom would do her makeup every morning and I would sit and watch her as a child thinking how beautiful she was. (28 years old)

Mi madre siempre me decía de chiquita que la belleza viene de lo que estás echo así sea tus valores y a donde llegas en la vida. (21 anos)

Me mama me decia portate bien y arreglate bien (83 anos)

Very fashionable, taught good manners, presentation to others important, sense of style, coordinate clothes, styles with or without spending a lot (68 years old)

Base: Total Hispanic/Latino (n=686), Male 18-49 (n=200), Female 18-49 (n=169), Total 18-49 (n=370), Male 50+ (n=141), Female 50+ (n=175), Total 50+ (n=316)
Q22: Which of the following people, if any, first influenced you regarding beauty and personal grooming?

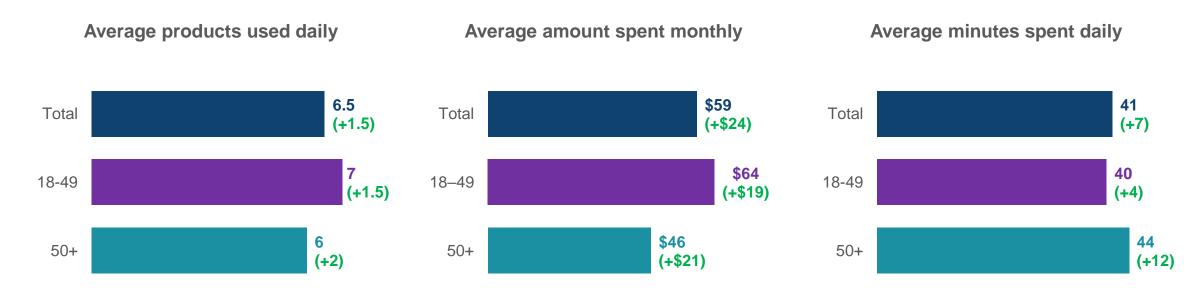**INVESTMENT IN BEAUTY**

Latinos enjoy staying current, regardless of their age.

Latinos are significantly more likely to feel this way than the General Population, and especially Latinos 50+.

It is fun keeping up with what's current or "cool"

Total	60% (+19)
18–49	59%
50+	61% (+35)

I am always looking to keep up with current trends

Total	58% (+19)
18–49	57% (+6)
50+	60% (+36)

Base: Total Hispanic/Latino (n=686) , 18-49 (n=370), 50+ (n=316)
Q24: Indicate how much you agree or disagree with each statement? (% agree strongly/agree)

Numbers in parentheses are percentage points higher/lower than the general population segment (±>5 shown)

Latinos ages 50 and older invest a significant amount of time and money in their beauty and personal grooming routine.

On average, each day Latinos ages 50-plus use **six beauty and personal grooming products** and devote **44 minutes to their beauty and personal grooming regimen**. They also spend an average **$46 per month on products** which is nearly twice as much as the average 50-plus consumer.

Average products used daily

Total	6.5 (+1.5)
18-49	7 (+1.5)
50+	6 (+2)

Average amount spent monthly

Total	$59 (+$24)
18–49	$64 (+$19)
50+	$46 (+$21)

Average minutes spent daily

Total	41 (+7)
18-49	40 (+4)
50+	44 (+12)

Base: Total Hispanic/Latino (n=686), 18-49 (n=370), 50+ (n=316)
Q26: On average, how many minutes do you spend on your beauty/personal grooming regimen (e.g., hair, skin, make-up, shaving) in the morning?
Q27: On average, how many minutes do you spend on your beauty/personal grooming regimen (e.g., hair, skin, make-up, shaving) in the evening?
Q28: Thinking about your morning and evening routines, on average, how many beauty and personal grooming products do you typically use each day?
Q30: In a typical month, how much do you think you spend on beauty/personal grooming products for yourself, not for other people?

Numbers in parentheses are differences (higher/lower) with the general population segment

Few older Latinos feel that time or money are barriers to their beauty and personal grooming routines.

Cannot afford the beauty and personal grooming products or services they want (% of 50+)

23%

- **26% of all Latinos** say they cannot afford what they want.

Do not have enough time to maintain their desired appearance (% of 50+)

15%

- **22% of all Latinos** lack enough time **(+6)**
- Older **Latinos (50+)** are less likely to lack time than **younger Latinos (18–49) – 24%**.
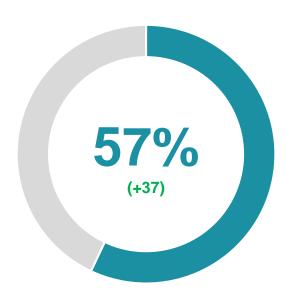
Base: Total Hispanic/Latino (n=686), 18-49 (n=370), 50+ (n=316)
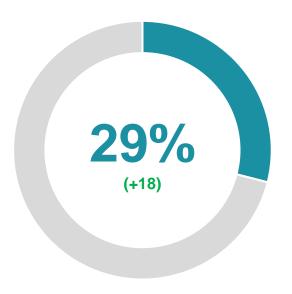*Q25: Which of the following challenges, if any, do you face with regards to beauty/personal grooming?*

Numbers in parentheses are percentage points higher/lower than the general population segment (±>5 shown)

MEETING BEAUTY NEEDS FOR OLDER LATINOS

Almost 4 in 10 Latinos ages 50 and older do not feel the beauty industry creates products with people their age in mind.

38% **(−18)** **of Latinos 50+**

disagree with the statement "The beauty and personal grooming industry creates products with people my age in mind."

Equal proportions of older Latinos feel there are not enough beauty products tailored to their age or to their skin tone or hair type.

There are not enough beauty products tailored to people my age

(% of 50+ who agree)

17%
(+9)

There are not enough beauty products tailored to people with my skin tone or hair type

(% of 50+ who agree)

17%
(+9)

A majority of older Latinos say social media has helped their beauty routine, and one-third turn to home remedies to meet their beauty and personal grooming needs.

Social media has helped me find new methods for my beauty routine (% of 50+ who agree)

57%
(+37)

Use home remedies (% of 50+)

29%
(+18)

Latinas ages 40+ have unmet beauty and personal grooming product needs related to perimenopause and menopause

Overall, **88% of Hispanic/Latino women ages 40+** want to see more perimenopausal and menopausal beauty and personal grooming products, with the most "requested" being a facial skincare product.

Products women want to see more of in relation to perimenopause and menopause

Category	Value
Any (at least 1)	88% (+18)
Skincare products for face	59% (+15)
Skincare products for body	45% (+15)
Haircare products	51% (+18)
Products for vaginal dryness	27% (+9)
Products for hot flashes	29%
Products for night sweats	34% (+9)
Products for low libido	20%

Base: Latina women age 40+ (n=158)
Q34: What beauty and personal grooming products do you want to see more of when thinking specifically about perimenopause and menopause.

Numbers in parentheses are percentage points higher/lower than the general population segment (±>5 shown)

REPRESENTATION IN MEDIA

Latinos of all ages feel that older people are underrepresented in advertising.

Hispanic/Latinos are **more likely** than the general population to feel older adults are **underrepresented.**
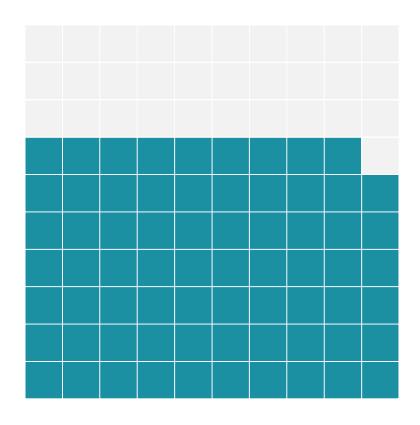
Feel representation of older adults in advertising is inadequate

Total **66% (+6)**

18–49 **59% (+6)**

50+ **76%▲ (+11)**

Base: Total Hispanic/Latino (n=686), 18-49 (n=370), 50+ (n=316)
Q35: How much do you agree or disagree with each point. (% agree strongly/agree)

▲/▼ Statistically higher/lower between ages at the 95% confidence level
Numbers in parentheses are percentage points higher/lower than the general population segment (±>5 shown)

In fact, most older Latinos feel the beauty and personal grooming industry treats people their age as an afterthought.
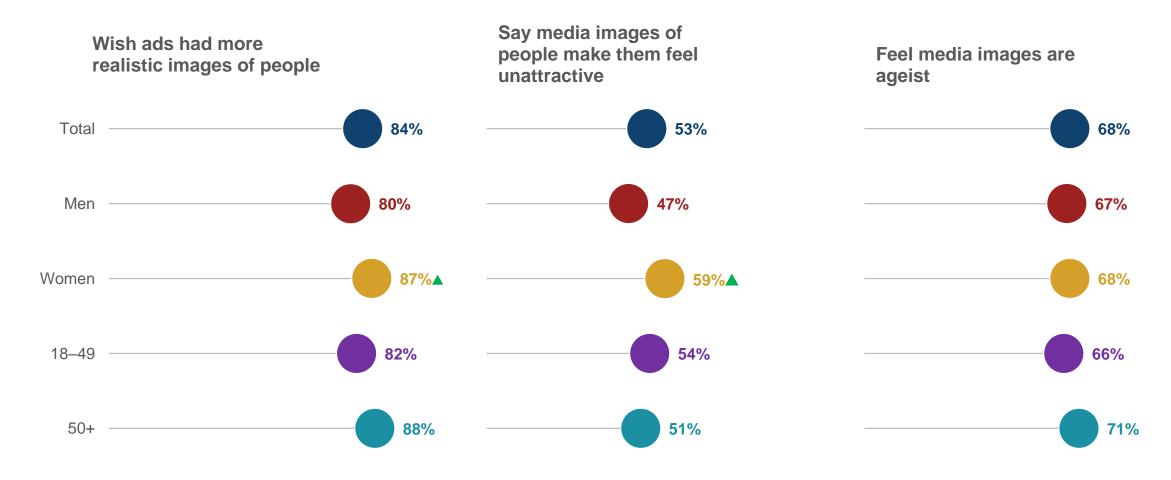
69% of Latinos 50+

agree with the statement "The beauty and personal grooming industry treats people my age as an afterthought."

This sentiment is consistent across genders within the 50+ Latino population: 70% of men and 69% of women feel this way.

Base: Hispanic/Latino 50+ (n=316)
Q36: Now, thinking about the beauty and personal grooming industry in particular, please indicate how much you agree or disagree with the following statements. (% agree strongly/agree)

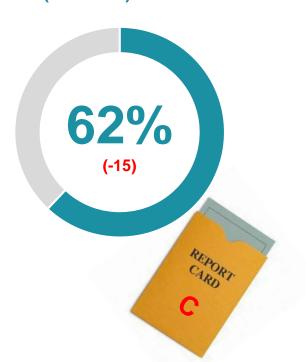# Latinos want media images of people to be more realistic.

	Wish ads had more realistic images of people	Say media images of people make them feel unattractive	Feel media images are ageist
Total	84%	53%	68%
Men	80%	47%	67%
Women	87% ▲	59% ▲	68%
18–49	82%	54%	66%
50+	88%	51%	71%

A majority of older Latinos grade the beauty and personal grooming industry a C or worse for representing people their age in its ads

Grade the beauty industry a C or worse for representing people their age in ads (% of 50+)

62%
(-15)

REPORT CARD
C

Feel invisible in beauty and personal grooming advertisements

Total	59%
Men	53%
Women	65% ▲
18–49	59%
50+	60% (+7)

▲/▼ *Statistically higher/lower between ages or between genders at the 95% confidence level*
Numbers in parentheses are percentage points higher/lower than the general population segment (±>5 shown)
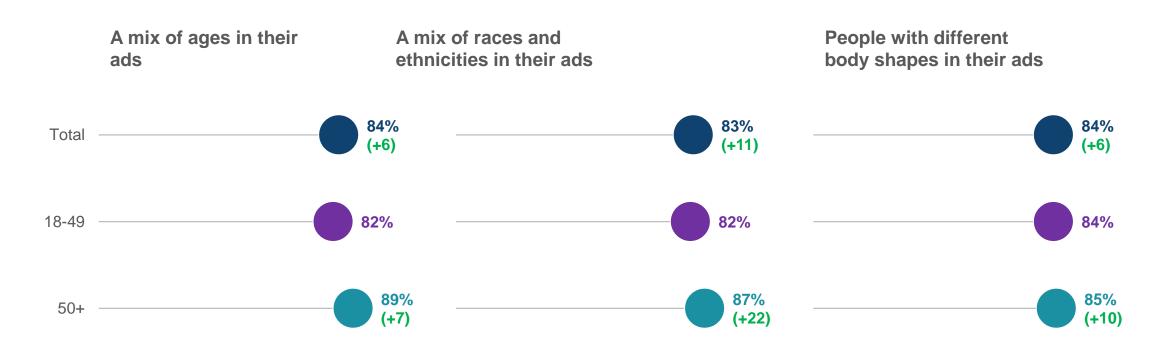
IMPACT ON BRANDS

Regardless of age, nearly 8 in 10 Latinos are more likely to buy from brands that feature a mix of ages in their ads.

Total

78%
(+7)

18–49

76%

50+

82%
(+13)

Age inclusivity in ads affects Latinos' feelings about brands as much as race/ethnicity and body shape inclusivity.

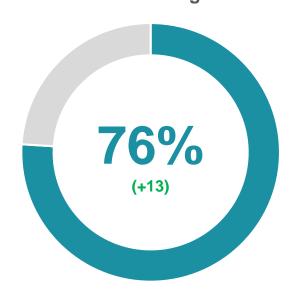**More than 8 in 10 Latinos feel better about brands that feature . . .**

	A mix of ages in their ads	A mix of races and ethnicities in their ads	People with different body shapes in their ads
Total	84% (+6)	83% (+11)	84% (+6)
18-49	82%	82%	84%
50+	89% (+7)	87% (+22)	85% (+10)

Strong majorities of Latinos ages 50 and older are more receptive to brands that represent their age group.

More likely to recommend brands that feature people their age in their advertising

76%
(+13)

Would be more likely to buy from a brand that features people their age in its ads
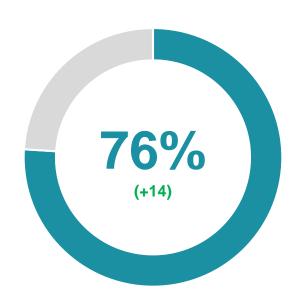
84%
(+14)

Would consider switching to a brand they feel represents their age

76%
(+14)

IMPACT OF SOCIAL MEDIA

While Hispanics/Latinos embrace social media, they also feel that it increases pressure to look good.

The positives and the negatives of social media are both experienced to a **greater extent** than within the general population.

Among social media users . . .

	Total	Male	Female	18–49	50+
Positives of social media					
Social media has helped me find new methods for my beauty/personal grooming routine	62% (+20)	58%	66%▲	64%	57%
Social media is changing my perception of beauty / personal grooming for the better	49% (+13)	48%	49%	49%	48%
Social media is moving consumers away from the norm of air-brushed advertisements	55% (+7)	58%	52%	57%	50%
Negatives of social media					
I feel pressure to post good photos of myself on social media	50% (+10)	48%	51%	52%	44%
I have edited a photo before posting it on social media to make myself look better	48% (+15)	42%	55%▲	51%▲	40%

APPENDIX

Sample Profile

	Total
Base	*n=686*
Age	
18–49	73
50+	27
Gender	
Female	50
Male	50
Other	<0.5
Census Region	
Northeast	14
Midwest	9
South	35
West	42
Community	
Urban	49
Suburban	37
Rural	14
Marital Status	
Single	41
Married, Living with partner	49
Widowed, Divorced, Separated	11
LGBT	
LGBT	15
Non-LGBT	85

	Total
Base	*n=686*
Income	
High (100k+)	13
Medium (40k–99,999k)	37
Low (<40k)	45
Race/Ethnicity	
White	-
Black, African American	-
Hispanic, Latino	100
Asian American	-
Education	
High school or less	41
Some college	32
Bachelor or beyond	25
Prefer not to answer	2
Employment	
Working	65
Unemployed, looking for work	8
Retired	10
Homemaker	6
Student	8
Other	2
Prefer not to answer	2

	Total
Base	*n=686*
Country of Origin	
Mexican	65
Puerto Rican	9
Cuban	4
Salvadoran	3
Dominican	4
Guatemalan	2
Honduran	2
Ecuadorian	1
Peruvian	2
Colombian	3
Other	5
Language Spoken at Home	
Spanish only	12
Bilingual	67
English only	20

Methodology: Quantitative Survey, n=686

Objectives: Exploration of reflections and perceptions of beauty, age, and the media

Vendor: Research conducted by Hotspex Inc.

Methodology: Online survey supplemented with offline intercepts among unacculturated Hispanics/Latinos

Qualifications: Age 18 or older residing in the United States, of Spanish, Hispanic, or Latino background. Unacculturated Hispanics/Latinos were ages 50 or older and predominantly spoke Spanish at home

Sample: Dynata SSI Panel, n=537; Offline Intercepts, n=149, distributed in 5 markets (LA=28%, NY=16%, Miami=17%, Houston=21%, Chicago=18%)

Interviewing Dates: July 2 to July 16, 2019

Language of Interview: English (78%) and Spanish (22%)

Weighting: The data is weighted according to demographics within Hispanic/Latino population of the United States (Age, Gender, Region, Country of Origin)

Questionnaire length: The survey was approximately **15** minutes in length online; **20** minutes offline/intercept

This report focuses on the Hispanic/Latino population

About AARP

AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation's largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org or follow @AARP and @AARPadvocates on social media.

About Hotspex, Inc.

Hotspex Inc. is a full-service market research company with 1 purpose: to help brands grow. Founded in 2000, Hotspex has conducted research in 34 countries around the world. Hotspex operates globally, with offices in Toronto, New York and London. For more information, visit Hotspex's website at www.Hotspex.com.

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