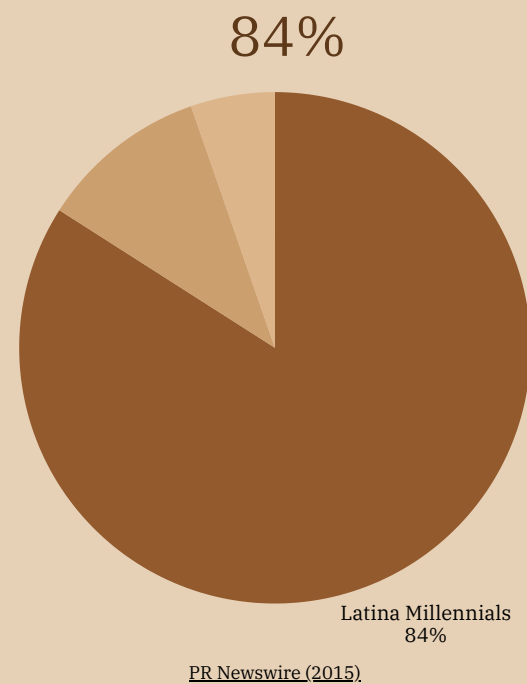


Latina Beauty & Media Behavior: What Data Reveals About Representation

Why cultural competence matters in shaping Latina identity

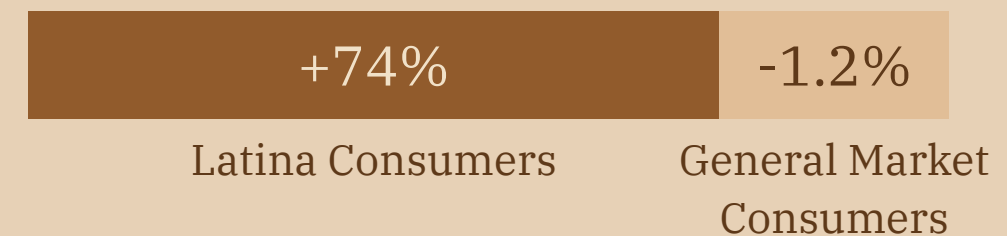
Where Latinas Get Beauty Information



Latinas overwhelmingly rely on social media to learn about beauty products and trends. 84% of Latina millennials say platforms like YouTube are their first source of beauty information, and more than 70% of Latinas overall look to social media before any traditional source. This shows how digital beauty spaces strongly shape Latina identity and perceptions of representation.

Beauty Spending Growth Compared to General Market

Change in Beauty Spending (2014)



Latina consumers significantly outpace the general market in beauty spending. In 2014, Latina cosmetic purchases rose by 7.4%, while general market purchases declined by 1.2%. Latinas now account for 13% of all cosmetic spending in the U.S. This purchasing power highlights why culturally competent representation is both necessary and economically strategic for brands.

Bilingual Messaging Matters

52%

Prefer bilingual content

55%

Prefer bilingual influencers

More than half of Latinas prefer beauty content delivered in both Spanish and English. 55% intentionally follow bilingual creators, which highlights the cultural and linguistic diversity brands must understand. Campaigns created only in English risk missing key audience segments.



70%
of Latinas 'like'
sponsored posts

70%
research online
before buying



Latinas Influence Their Networks

Latinas engage deeply with digital beauty culture. They are far more likely than the general market to interact with sponsored content, research before buying and share brand recommendations. These patterns show the community's role as trendsetters and trusted beauty advisors.