

Diversity in Beauty - UK - November 2019

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“The beauty industry has taken strides in projecting a more diverse image in recent years; the ‘Fenty effect’ continues to reverberate through colour cosmetics and beauty brands have increasingly distanced themselves from stereotyping in advertising campaigns and when marketing products across beauty categories.”

– **Roshida Khanom, Category Director BPC**

This report looks at the following areas:

However for a beauty brand to truly resonate with consumers on these issues, it needs to shift the conversation from diversity to inclusivity. Only through inclusivity can beauty brands be truly diverse, enrich their product development and authentically connect with consumers through meaningful advertising campaigns.

- **From diversity to inclusivity**
- **Diversity is not one-dimensional**

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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