



How can multinational cosmetics brands better serve the needs of people of color?

MBA INTERNATIONAL STRATEGY · ESG BORDEAUX ·
APPLIED RESEARCH THESIS

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EXECUTIVE SUMMARY

Research Overview

This applied research thesis explores how multinational cosmetics brands can better adapt their products, communication and customer experience to the specific needs of people of color, with a focus on Afro-Caribbean consumers.

The study focuses on skincare and haircare needs, consumer expectations, accessibility barriers and the role of trust in the purchasing process.

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Inclusive beauty requires more than visibility — it demands relevance, trust and access.

KEY THEMES

- INCLUSIVE BEAUTY
- AFRO-CARIBBEAN CONSUMERS
- ACCESSIBILITY
- PRODUCT ADAPTATION
- CONSUMER TRUST
- STRATEGIC RECOMMENDATIONS

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Key Insights

Five key findings emerged from the research, highlighting the strategic shifts required to build a more inclusive and credible beauty experience.

01

Consumers of color have specific skincare and haircare needs linked to skin characteristics, hair texture and cultural practices.

02

Product adaptation must go beyond communication and be integrated into research, formulation and testing processes.

03

Transparency is essential to reduce mistrust and improve consumer confidence.

04

Representation should be authentic and supported by internal diversity.

05

Accessibility remains a key issue, especially in distribution, price and product availability.

The opportunity for global beauty brands lies in designing inclusion as a business standard — not as a communication layer.

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