

Research Methodology

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

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Research Objective

The objective of this research was to understand how multinational cosmetics brands can better serve the needs of Afro-Caribbean consumers by analyzing product adaptation, consumer expectations, accessibility barriers and trust-building factors.

The research aimed to identify both consumer-side expectations and brand-side challenges.

RESEARCH LENS

A dual perspective combining lived consumer realities with the strategic constraints faced by global beauty brands.

Research Design

A complementary methodology combining desk research, market perspective and direct field insight.

01 Literature Review Analysis of academic, professional and market sources related to cosmetics, inclusive beauty, consumer behavior and international marketing.	02 Market Analysis Study of the global cosmetics industry, with a focus on skincare, haircare and multinational beauty brands.
03 Quantitative Research Consumer survey designed to understand habits, expectations, frustrations and purchasing criteria.	04 Qualitative Research Expert interviews conducted to gain professional insights from beauty, chemistry, retail and international cosmetics perspectives.

Expert Interviews

The qualitative phase included interviews and exchanges with different professional profiles, including:

SELECTED PROFILES

- A chemical engineer / beauty entrepreneur
- A professional with experience in international cosmetics brands
- A former retail manager in Guadeloupe
- A confidential contact linked to L'Oréal
- Professionals connected to Dior and Yves Rocher environments

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INTERVIEW OBJECTIVE

These interviews helped challenge assumptions, enrich the analysis and connect consumer expectations with operational, regulatory and strategic constraints.

Analytical Framework

The research was structured around four key hypotheses:

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| 01 | Consumers of color have specific needs due to physical characteristics, habits and preferences. |
| 02 | Brands are more likely to adapt when entering specific local markets. |
| 03 | Inclusive communication may remain superficial if not supported by concrete product and operational adaptation. |
| 04 | Lack of transparency and accessibility can weaken consumer trust. |