

Strategic Recommendations for Multinational Cosmetics Brands

Better serving Afro-Caribbean consumers through product adaptation, transparency and accessibility.

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■ CONTEXT

02 / 06

Strategic Challenge

Inclusion is no longer only a matter of representation. It is a matter of relevance, trust and access.

Multinational cosmetics brands increasingly communicate around diversity and inclusion. However, Afro-Caribbean consumers may still experience frustration due to limited product availability, lack of transparency, insufficient product adaptation and uneven access across distribution channels.

CORE CHALLENGE

The challenge is not only to represent consumers, but to better serve them through product, communication, retail and customer experience.

STRATEGIC LENS

The following recommendations focus on converting inclusion from a communication ambition into a tangible consumer experience.

■ RECOMMENDATION

03 / 06

01 PRODUCT & FORMULATION

Strengthen Product Adaptation

PRIORITY ACTIONS

- 01 Invest in R&D for melanin-rich skin and textured hair.
- 02 Test products on more diverse consumer panels.
- 03 Collaborate with dermatologists, chemists and Afro-Caribbean beauty experts.
- 04 Develop clear product ranges for specific hair and skin concerns.

STRATEGIC FOCUS

Adaptation should be embedded upstream — not added as a late-stage extension to a generalist portfolio.

EXPECTED IMPACT

Improved product relevance, credibility and consumer satisfaction.

■ RECOMMENDATION

04 / 06

02 TRANSPARENCY & TRUST

Build Transparency and Consumer Trust

PRIORITY ACTIONS

- 01 Communicate clearly on ingredients, testing processes and product benefits.
- 02 Avoid generic claims without proof.
- 03 Provide educational content to help consumers choose adapted products.
- 04 Ensure authenticity between brand messages and concrete actions.

STRATEGIC FOCUS

Trust is created when claims are specific, understandable and consistently supported by evidence.

EXPECTED IMPACT

Greater trust, stronger brand credibility and reduced perception of tokenism.

■ RECOMMENDATION

05 / 06

03 REPRESENTATION & INTERNAL DIVERSITY

Move Beyond Visual Representation

PRIORITY ACTIONS

- 01 Represent people of color authentically in campaigns.
- 02 Include diverse profiles in product development, marketing and decision-making teams.
- 03 Work with experts, creators and communities beyond short-term campaigns.
- 04 Align inclusion policies with business and innovation strategies.

STRATEGIC FOCUS

Consumers recognise when inclusion is visible only in communication — not in the decisions behind it.

EXPECTED IMPACT

More relevant decisions, stronger cultural understanding and deeper consumer connection.

■ RECOMMENDATION

06 / 06

04 DISTRIBUTION & ACCESSIBILITY

Improve Distribution and Accessibility

PRIORITY ACTIONS

- 01 Increase the availability of adapted products in mainstream retail.
- 02 Reduce dependency on specialized stores only.
- 03 Improve geographic and financial accessibility.
- 04 Work with distributors to better understand local stock and supply constraints.

STRATEGIC FOCUS

Accessibility is part of inclusion: a product that cannot be found easily is not truly serving its consumer.

EXPECTED IMPACT

A simpler, more reliable and less exclusionary purchasing experience for Afro-Caribbean consumers.