

FLOW WITH HER

MULTICULTURAL

**WOMEN ARE DOMINATING THE
MARKET IN 2025**



THEY AREN'T JUST SPENDING -THEY'RE SHIFTING MARKETS!

💡 If your brand isn't where she is, she's not looking for it.

With \$4.5 TRILLION in consumer buying power in 2025. Multicultural women are driving beauty fashion, food and entertainment:

🎵 Beyoncé's country era is flipping the music industry.

💄 Selena Gomez's Rare Beauty is dominating the global makeup game.

🇰🇷 K-beauty & K-pop are reshaping the luxury skincare market.

IF SHE POSTS IT, IT SELLS OUT

If SHE's not talking about it, it's already irrelevant!

That's the power of influence.

 **85% of viral trends? Black women started them.**

 **Latinas are 4X more likely to share products that hit.**

 **Asian-American women drive 35% of all luxury e-commerce sales**



Likes





beautifymeesh

Latina Bengali Girl

SHE'S NOT WAITING FOR BEAUTY BRANDS TO GET IT RIGHT—SHE'S MAKING HER OWN

If your brand isn't inclusive, it's invisible.

-  **Black women will drop \$10.6 BILLION on beauty this year.**
-  **Latinas & Asian women lead skincare & wellness sales.**
-  **'Soft life' isn't a trend—it's a billion-dollar industry shift.**
-  **The era of ignoring women of color in beauty is over.**

get ready with me

LATINAS AREN'T WAITING FOR A SEAT AT THE TABLE, THEY'RE BUILDING THEIR OWN

Luxury brands should be chasing Latinas, not the other way around.

💰 \$2.5 TRILLION in buying power in 2025.

👤 76% of Latinas are household financial decision-makers.

🍷 67% are spending more on premium food, wine & wellness.

👠 Jennifer Lopez & Sofia Vergara have multi-million-dollar fashion and beauty deals.

🎤 Karol G's merch and fashion collaborations are selling out worldwide.

BLACK WOMEN DON'T JUST INFLUENCE CULTURE. THEY ARE THE CULTURE.

If you're not investing in Black women, you're missing the biggest market.

🔥 85% of viral trends start in Black communities.

🎵 Beyoncé's country album is already shifting the music industry.

💎 The Black luxury movement isn't an aesthetic—it's power.

ASIAN AMERICAN WOMEN: THE FUTURE OF LUXURY & TECH

If your brand wants to stay relevant, follow their lead.

 **Highest-earning female demographic in the U.S.**

 **Driving global beauty, tech, & luxury trends.**

 **K-pop + Korean skincare + AI innovation = \$\$\$**

LGBTQ+ WOMEN ARE KEY DRIVERS OF ECONOMIC AND CULTURAL TRANSFORMATION

Brands that embrace and authentically represent LGBTQ+ women will win in today's market.

 **The global LGBTQ+ market is projected to reach \$3.7 TRILLION in 2024.**

 **71% of LGBTQ+ consumers prefer brands that authentically represent them.**

 **58% of Gen Z women support brands that promote LGBTQ+ equality.**

 **The LGBTQ+ community's purchasing power has surpassed \$920 BILLION**

MULTICULTURAL WOMEN ARE THE ECONOMY.

BRANDS, ASK YOURSELF:

- ✓ Are you in alignment with the culture's natural flow?
- ✓ Are you letting diverse consumers lead or just reacting?
- ✓ Are you investing in the women shaping the future?

🔥 She's not chasing trends. She IS the trend. Flow with her or get left behind!

WANT TO LEARN MORE ABOUT AUTHENTIC CONNECTIONS WITH MULTICULTURAL AUDIENCES?

Follow Flowers Communications Group across platforms:

 @Flowers Communications Group

 @ExploreFCG

 @Explore_FCG