



Media & Marketplace DESIRES OF WOMEN AGE 50+



1 Women's self-acceptance grows with age.

Women tend to **feel more comfortable in their own skin** as they age.

76% of women age 50+ feel more comfortable in their own skin as they age.
78% Latinas 50+ | 88% Black women 50+

2 Unmet needs in marketplace

Women age 50+ **feel underserved in the marketplace** and want to see more products and solutions for them as they age.

Women age 50+ feel that there should be more **beauty and personal grooming products and services** tailored to:

44% Women going through Menopause/Perimenopause
54% Latinas 50+ | 57% Black women 50+

46% People their age
57% Latinas 50+ | 58% Black women 50+

32% People with their hair type
44% Latinas 50+ | 61% Black women 50+

27% People with their skin tone
43% Latinas 50+ | 64% Black women 50+



29% of women age 50+ agree that the expanded products and services for diverse people from **big, traditional beauty companies** are still too limited.

27% Latinas 50+ | 49% Black women 50+

3 Disconnect for women between the experience of aging and its portrayal in media and advertising



Women want to see more **authentic representation** of their age in beauty and personal grooming ads.

86% of women age 50+ say that women their age are under-represented in ads.
86% Latinas 50+ | 80% Black women 50+

91% of women age 50+ wish beauty and personal grooming ads had more realistic images of women their age.
92% Latinas 50+ | 83% Black women 50+

66% of women age 50+ feel ad imagery of women their age reinforces outdated stereotypes.
71% Latinas 50+ | 64% Black women 50+

81% of women age 50+ prefer to buy from brands that feature a mix of ages in their ads.
87% Latinas 50+ | 81% Black women 50+

Source: Mirror/Mirror: AARP Survey of Women's Reflections on Beauty, Age, and Media™ (2021); Mirror/Mirror: AARP Survey of Black Women's Reflections on Beauty, Age, and Media (2021); Latinas and Beauty as We Age: A Cultural Reflection (2021)

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