



September 2014

Black Consumers' Beauty and Grooming Products - US

"How Blacks define beauty may be similar to Whites in some ways, but what they see as attractive may be entirely different. Beauty is truly in the eye of the beholder, and it is very individual. Blacks have unique beauty and grooming needs. Although there are many products on the ...

Asian American Lifestyles and Entertainment - US

"Asians are an important and growing market for entertainment and leisure categories. These high-income, highly educated consumers represent a potentially lucrative market, especially for entertainment that provides multiple values, but marketers need to reach them where they live, which for most young Asians is online and on their mobile device ...

Hispanic Consumers' Haircare, Beauty and Grooming Products - US

"Hispanics tend to overindex on spending and use of most beauty product categories. However, competing in this market is not easy as brand usage tends to be very fragmented. In this environment, brands that learn to use recommendations from friends and family in their favor may have an opportunity to ...

Black Consumers and Haircare - US

"Blacks' haircare needs are distinct from others. While there are many products on the market that are specially formulated for them, many are still searching for the right product to fit their ever-changing needs. Natural hair is here to stay, and many are struggling to find the right product and ...

August 2014

The Shopping Experience of Asian Americans - US

"Though Asians represent an enticing market, with substantial and growing buying power and many high-income and highly educated shoppers, marketers need to remember that Asians are an extremely diverse and multifaceted population."

July 2014

Black Consumers Attitudes toward Advertising - US

"Many marketers are shifting their dollars away from the Black consumer segment, while others are moving their initiatives away from traditional to digital. Since Blacks are receptive to advertising and want to see more targeted to them, they are paying attention to which companies demonstrate a sincere commitment and understand ...

Hispanics and American Culture and Identity - US

"While the majority of Hispanics are speaking English and the influence of the American culture in their lives is strong, there are cultural differences beyond language that need to be considered when determining the most efficient way of communicating with them. In order to successfully communicate with Hispanics, it is ...