



## February 2023

### Black Haircare - US

“Haircare products straddle multiple identities, with some products viewed as purchase essentials, and others as nice-to-haves. Amid this inflationary period during which shoppers are spending conservatively, brands will want to stake the claim that their full repertoire is seen as essential must-haves that serve as foundational to personal hygiene and ...

### Hispanic Payment Preferences - US

“The Covid-19 pandemic and uncertain financial times accelerated many of the shifts that were already occurring within the payment landscape. Latinos are seeking brands they can trust and are interested in adopting novel payment methods that address their specific needs. Access and economic disparities condition Latinos’ payment habits and attitudes ...

## December 2022

### Hispanics and Shopping for Groceries - US

“Hispanic consumers share much in common with American grocery shoppers overall, but there are differences that should be considered. Practically speaking, Hispanic Americans will continue to represent a greater share of the US population and are substantially younger. In it of itself, these differences make a compelling case for retailers ...

### Asian Americans' Culture & Community - US

“While Asian American influence and representation has been growing, it is clear that more needs to be done, as Asian Americans believe most brands do not accurately represent Asian American culture and, more importantly, express a concern over their personal safety. With this in mind, brands must step up and ...

### Black Consumers: Shopping for Groceries - US

“While inflationary pricing has most consumers prioritizing cost savings, Black consumers will be especially strong targets for value messaging. However, value will be better received as ‘getting more for your money,’ including help with health goals, making shoppers feel seen and understood, and providing an enjoyable and engaging shopping ...

### Marketing to Hispanic Moms - US

“Hispanic moms are striving to balance their careers and their caregiving responsibilities, but oftentimes this means putting the needs of others before their own to the point of burnout. Brands are uniquely positioned to meet this segment’s specific needs that will allow mothers to replenish themselves both physically and mentally ...

## November 2022

### Asian Consumers: Shopping for Groceries - US

“Asian Americans are a growing cohort of typically wealthy and engaged grocery shoppers with the majority shopping at least once a week and enjoying the task. Gains will be had by increasing avenues to meet their needs. Specifically, a large number feel they must make multiple stops to find everything ...

### Hispanics and Personal Care - US

“The BPC category sees participation from virtually all Hispanic shoppers. Consumers want products that easily fit into their routines; however, economic uncertainty means that consumers will likely be taking a less-is-more approach, streamlining their routines and products usage. While engagement is high, there is a clear perception that more work ...



**October 2022**

## **Marketing to Asian Americans - US**

"Asian Americans consider themselves to be practical and value the basics like good prices and reliable product quality when shopping. As this consumer group also highly values the opinions of their social circles, tapping into word-of-mouth buzz is a key factor in product discovery and building trust within this community ...