



## April 2022

### Black Consumers: Foodservice & Delivery - US

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

## March 2022

### Hispanics and Health - US

“While the COVID-19 pandemic was disruptive to the lives of US Hispanics, it was also disruptive to their approach to health, presenting an opportunity to resonate with this group in a more impactful way than ever before. Nearly half of Hispanic adults say the pandemic changed their health habits, suggesting ...

## February 2022

### Hispanics and Foodservice & Delivery - US

“Engagement with the foodservice sector remains at dampened levels as a focus on savings and safety keep consumers cooking more at home. Restaurants will need to work harder at proving value in tighter financial times. Positively, there’s a desire to regain lost time and celebrate special occasions (big or small ...

### Black Consumers' Culture & Community - US

“Many Black adults have positive attitudes toward their heritage and cultural roots. They share an immense pride in their ancestry yet still believe they have the power to control the results of their lives. With deep honor in who they are, many of these same adults are insecure about how ...

### Diversity and Inclusivity in Beauty - US

“While the beauty industry has made strides in recent years to be more inclusive, there is still work to be done. Consumers continue to feel that there are unrealistic standards of beauty, and some groups feel entirely ignored by brands. As a result, consumers are increasing expecting brands to change ...

## January 2022



## Multicultural America - USA



### Hispanic Consumers' Culture & Community - US

"When Hispanics evaluate how they relate to their groups and communities, their relationships with family and Hispanic friends stand out as being more meaningful. Since a shared culture and language drive closeness and make a difference, marketers can learn from these relationships as they search for relevance."

### Consumers and the Economic Outlook - US

"Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers' financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...