



March 2011

The Hispanic Retail Report: Household, Electronics, Apparel, Grocery and Personal Care - US

Fashion-conscious, cell phone-savvy, and with a love for food, Hispanics are the ideal consumer segment for almost any retail sector. As the economy recovers from the recent recession, Hispanics' expenditures on food and beverages, apparel, footwear, housing and transportation continue to grow. In fact, Hispanics spend a greater proportion of ...

Blacks and Personal Care - US

It is important that marketers of personal care products that plan to target the African-American market understand the vast differences in Black skincare and haircare needs compared to that of other races. These specific needs are not just related to African Americans but to all people of sub-Saharan African origin ...

February 2011

Hispanics and the Perimeter of the Grocery Store - US

At 49.7 million as of 2010, the U.S. Hispanic population is the largest minority group in the U.S. and is projected to increase 33% to 66.3 million by 2020. With purchasing power expected to reach \$1.4 trillion by 2013, now is a crucial time for ...

January 2011

Hispanics and Personal Care - US

As Mintel's *Beauty and Personal Care Consumer—U.S., January 2010* reported, the majority of the population is trading down to lower-priced brands or store brands. The same shopping pattern is not so for Hispanics. In fact, despite the recession and their lower-household income levels, in part due to Hispanics' ...

Marketing Health to Blacks and Hispanics - US

Mintel explores how Hispanics and Blacks in the U.S. regard their health and what it means to lead a healthy life in these communities. Mintel's exclusive consumer research examines who Black and Hispanics turn to for advice on health-related issues, their likelihood of using prescription medications and symptom-related OTC ...