



March 2023

Hispanics and Symbols of Identity - US

"Hispanics are a multifaceted demographic that cannot be summed up by merely physical traits. Individuals see themselves as much more than their culture or physical traits when it comes to defining who they are. Their activities, skills, talents, and family roles are just as important as their heritage and community ...

February 2023

Multicultural America: Approach to Health and Wellness - US

"Although the racial and ethnic makeup of the US is growing more diverse, more needs to be done in terms of equitable access and care in the healthcare industry as factors such as the COVID-19 pandemic and unprecedented levels of inflation have disproportionately impacted multicultural populations. That being said, data ...

Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers' positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

Upcoming Reports

Multicultural America: Content Consumption - US - 2023

Multicultural America: Dining Out - US - 2023

Marketing to Hispanic Moms - US - 2023

Black Haircare - US - 2023

Marketing to Asian Moms - US - 2023

Black Beauty Consumer - US - 2023

Marketing to Asian Millennials - US - 2023

Multicultural America: Meal Planning and Preparation - US - 2023

Marketing to Black Moms - US - 2023

Multicultural America: Brand Loyalty - US - 2023

Hispanic Beauty Consumer - US - 2023

Asian American Beauty Consumer - US - 2023

Consumers and the Economic Outlook - US - Summer 2023

Marketing to Black Millennials - US - 2023



Multicultural America - USA



**Marketing to Hispanic Millennials
- US - 2023**

**Multicultural America: Cleaning
the Home - US - 2023**

**Marketing to Hispanic Gen Zs - US
- 2023**

**Hispanic Consumer Snacking
Trends - US - 2023**

**Marketing to Black Gen Zs - US -
2023**

**Multicultural America: Leisure
and Entertainment - US - 2023**

**Diversity and Inclusivity in Beauty
- US - 2023**

**Black Americans and Symbols of
Identity - US - 2023**