



## Culture and Identity - USA

### November 2021

#### Social Awareness and Engagement - US

“Interest and participation in social causes is becoming more widespread among US consumers. With over half of the US population qualifying for Mintel’s Conscious Consumer segment, value-based marketing and cause-driven business practices are becoming more expected of brands. Conscious Consumers’ outlook on and expectations for brand social engagement can provide ...

### October 2021

#### Connecting with Superfans - US

“Fans across different areas are deeply engaged with their interests to a degree that was not possible before the rise of digital and social platforms. People long for authentic connections within their communities as well as authenticity from the brands they buy. Media, brands and the technology sector have an ...

### Upcoming Reports

**Americans' Social Circles - US - 2021**

**The American Workforce - US - 2021**