



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 ...

Marketing to Black Moms - US

"Black moms are dynamic in how they choose to present themselves. They are focused on ensuring their children have everything they need and are set up to succeed, yet moms don't lose sight of the person they are outside of motherhood. Managing pregnancy, identity, and even technology, Black moms have ...

September 2022

Black Consumers: Beauty Trends - US

"When we think of beauty in its essence we think of sights, smells and tastes that are pleasing to us. When thinking of beauty trends for Black consumers we see that their focus is to capture that intrinsic meaning. Black men and women see beauty trends as an opportunity to ...

Marketing to Black Millennials - US

"Millennials as a generation are movers, shakers and change makers, and that same sentiment stands true when we think of Black Millennials. Many elements of their identity are attached to Black culture and society, but Black Millennials are working endlessly to transform the narrative for the Black community and also ...

August 2022

Marketing to Hispanic Millennials - US

"Even in this current economic environment, Hispanic Millennials are optimistic about their financial futures, reflecting a resilient mindset – though there is a clear focus on establishing a solid financial base. The concept of 'value' and associated value propositions are shifting, opening the door for businesses to connect with the ...

Multicultural Young Adult Leisure Trends - US

"Multicultural young adults represent a wide variety of incomes and life stages, but among them there is a desire for connection, relaxation and fun. It may be challenging for brands to overcome some of the homebody inertia of the pandemic, but with the right value proposition, such as the promise ...

Multicultural Young Adults & Social Media - US

"The majority of young adults have increased the time spent on social media platforms in the past year and most would find it very difficult to quit. While this level of attention is a strength of the category, brands are underdelivering in turning attention to action, with fewer than half ...

Consumers and the Economic Outlook - US

"Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

July 2022



Multicultural Young Adults & Sustainability - US

“While sustainability is viewed as important by the majority of multicultural young adults, it is not top priority, playing second fiddle (or sixth fiddle) to more pressing concerns, such as personal health and finance. Entities looking to boost sustainability efforts must lean into the personal benefit to be had from ...

May 2022

Hispanics and Media Consumption - US

“Hispanics are avid fans of most types of media. However, sub-segments of this rich and diverse group engage with media in different ways, making it essential to dig deeper. Targeting media buys based on the usage patterns for specific audiences is critical, as is creating content in a mix of ...

April 2022

Black Consumers and Health - US

“Finding balance in life to maintain your health can come with many sacrifices: deciding whether to focus on mental or physical health, what to eat, drink, and how to manage a work-life balance. For most Black consumers, straddling that line is where most seem to be as they consider their ...

Black Consumers: Foodservice & Delivery - US

“For Black consumer, there is opportunity to create unique marketing approaches and product and service offerings for Black consumers by segment. Families and seniors have a relationship with foodservice that is heavily influenced by health and lifestyle, while higher income families offer diverse opportunity for foodservice providers due to increased ...

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 ...

Diversity in Gaming - US

“Overall, gamers feel that representation and diversity is a positive force. For brands, this also represents an opportunity to give players what they want and gain goodwill, as inclusivity only seems to increase players’ likelihood to purchase games if done in a respectful and authentic manner.”

– **Brian Benway ...**

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

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 ...

January 1970

Black Consumers and Media Consumption - US

"Black consumers are consuming media from multiple sources. While video and audio media are in higher demand, print and digital media is still relevant to the total population and more relevant to specific groups like young Millennial Black women and fathers. Like many consumers, the world around them has transformed ...