



March 2014

Hispanic Consumers and Household Products - US

“While Hispanic consumers are not a homogeneous group, one value that practically all share is their belief that personal appearance says a lot about a person. It is for this reason that they strive to take good care of their clothing and household. Brands that can partner with them to ...

Black Consumers and Household Products - US

“Maintaining a clean home is important to Black consumers. A clean home is direct reflection of what others think about them, and a clean home means a healthy family. Black consumers are all about prevention, and rely on products that have ingredients to help remove germs and odors. Blacks teach ...

February 2014

Hispanic Consumers and the Perimeter of the Grocery Store - US

“Hispanics are far from being a homogeneous group; in addition to differences by country of origin, country of birth, age, and gender to name a few, the role that the American or Hispanic culture plays in the life of any Hispanic adds complexity to this market. However, something that Hispanics ...

Black Consumers and the Perimeter in the Grocery Store - US

“Black consumers are underserved in advertising and marketing as it relates to the perimeter of the grocery store. This consumer is prone to certain dietary issues that may be alleviated by incorporating more fresh produce, meat, and healthier dairy options in their diet. Their receptivity to advertising coupled with their ...

January 2014

Black and Hispanic Moms - US

“While there are a lot of similarities between these moms, they are different in many ways. Their culture and heritage is an important part of who they are and they are looking to maintain it, especially younger moms (18-34 years old). It’s likely that they have a heightened sensitivity toward ...