



## September 2016

### Marketing to Black Moms - US

"Black moms are the information gatekeepers, product and service decision makers, and the representative of her household. Although she is stretched across her parental and personal responsibilities, she takes comfort in knowing that her village – headed by her mom – will serve as a guidepost and help her make ...

### Marketing to Hispanic Moms - US

"Hispanic moms are devoted to their families and their homes. They feel they are doing a good job as mothers. They recognize there are challenges associated with motherhood and managing their households. However, unacculturated Hispanics seem to welcome those challenges and be mentally ready to handle them; as Hispanic moms ...

## August 2016

### Black Haircare - US

"The Black haircare market is experiencing soft sales similar to mainstream haircare. Estimated 2016 expenditures by Black consumers on haircare products are about \$2.5 billion as Black consumers flock to brands that cater to their specific haircare needs. Despite soft sales, several brands are making inroads within the category ...

### Hispanics' Content Consumption and Sharing - US

"In addition to broadcast television, the internet provides Hispanics with countless options for consuming and sharing content. Hispanic households own a variety of devices, which allows them to have more control over what, when, and where they watch content; larger devices may be used with family; mobile devices grant Hispanics ...

## July 2016

### Black Consumers and Beauty Products - US

"The growing Black population, which includes a large share of iGeneration and Millennials, and interest in natural products are key positive drivers. Nurturing highly engaged consumer segments will also be important for market growth."

### Hispanics and Beauty Products - US

Hispanic women over index for use of most beauty product categories. However, brands face challenges growing their share; Hispanic women tend to be young, value oriented, and their willingness to experiment and try new products makes achieving brand loyalty difficult. As brands aim to connect with Hispanic women and become ...