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Hispanics and Big Ticket Purchases: Electronics and Appliances - US

This report examines similarities and differences between Hispanics and non-Hispanics regarding big ticket purchases and reveals which segments of the Hispanic population are more apt to make such purchases.

Marketing Beauty to Black Women - US

In order to successfully market branded beauty products to African-American women it is important to first understand her concept of beauty and her definition of her own personal beauty in order to connect with her through relevant messaging.

Black Haircare - US

Historically, black consumers have shopped at hair salons and beauty supply stores for their haircare needs. While that is still the case for a large number of shoppers, given the state of the economy, many black consumers are taking a closer look at FDMx outlets, which tend to offer better ...

Hispanics and Personal Care - US

By tradition, Hispanics take pride in a sharp appearance and view it as means to success. As a result they've begun changing the face of the beauty and hair care industries with their unique tastes, impulse buys, and purchasing power.

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Hispanics and the Retail Experience - US

Nothing could be more exciting to a retailer than to find customers who are spending more money, are not as price sensitive in certain channels, and are telling their friends about where they found the products they bought. Hispanic consumers, with their quickly growing population and economic power, are an ...

Black Media - US

With the economic impact of African Americans continuing to grow at a vigorous clip, skilled marketers need to understand how Black media acts as a gateway to tapping into this spending power. Unlike mainstream TV channels or internet sites, media outlets that specialize in Black-oriented content reflect a set of ...

Hispanic Entertainment - US

This report provides insights about Latinos' consumption of and interaction with entertainment. From music, dance, and theater to sports and games, entertainment provides an opportunity to align with Latino cultural values. The Latino household is larger than non-Hispanic households, thereby providing additional ticket sales per household. There is also a ...