



September 2012

Snacking Preferences of the Black Consumer - US

“The types of snack foods consumed by Blacks and the snack flavors they prefer are among the key issues discussed in this report. Blacks are more likely than other ethnic groups to consume a wide array of salty/savory snacks and sweet snacks. Brand and flavor preference trump price, suggesting ...

The Private Label Hispanic Consumer - US

According to the U.S. Census Bureau, the Hispanic population is expected to reach 61.1 million by 2017, a 15.6% increase from 2012. Additionally, Hispanic spending power is expected to climb to nearly \$1.7 trillion by 2017, from nearly \$1.2 trillion in 2012. Hispanic households are ...

August 2012

Black Haircare - US

The Black haircare market is estimated to be \$684 million in 2012, a slight decrease from the \$687 million posted in 2007. This category has been impacted by the prolonged recession, which has hit Black consumers harder than it has the general population. While this has been beneficial for the ...

July 2012

Blacks and Entertainment - US

According to the U.S. Census Bureau, the Black population is expected to reach 42.6 million by 2016, an 11.3% increase from 2006. Currently at \$957 billion, Black spending power is expected to climb to \$1.25 trillion by 2015. Black consumers spend their leisure time in a ...

Asians and Entertainment - US

The spending power of Asians is soaring, and is expected to climb from \$543 billion in 2010 to \$775 billion by 2015. Asians have much higher median household incomes, a result of higher than average educational attainment and a greater likelihood of employment in high-paying sectors. Asians also tend to ...