



January 2021

Black Consumers and Alcoholic Beverages - Spotlight on Spirits: Incl Impact of COVID-19 - US

“Alcohol consumption at home is all about the expected experience – the taste of their drink that they want for that exact moment and desired mood. Wine is Black consumers’ go-to alcoholic drink; spirits are their secondary, “also drink” choice. For some consumers, spirits are a style accessory that represents ...

December 2020

Hispanics and Alcoholic Beverages - Spotlight on Beer: Incl Impact of COVID-19 - US

“COVID-19 disrupted Hispanics’ social lives and – with it – many occasions in which Hispanics consume alcoholic beverages. It also affected their finances, leading to a change in spending priorities. Unless strong habits and positive attitudes toward drinking alcohol were in place before the pandemic, Hispanics might be missing triggers ...

November 2020

Multicultural Young Adults and Influencers: Incl Impact of COVID-19 - US

“Influencers are a ‘friend in the head’ for multicultural young adults who see them as more trustworthy than traditional advertisers because they are authentic people who are willing to be transparent with their thoughts on society, expose them to trends and recommend products and services.”

– **Toya Mitchell** – ...

Multicultural Young Adults - Cultural Engagement and Experiential Marketing: Incl Impact of COVID-19 - US

Black Consumers and Household Cleaning Trends: Incl Impact of COVID-19 - US

“Even before COVID-19 impacted consumers’ lives and elevated the importance of cleanliness, Black consumers showed a tendency to use more household care products. As health concerns continue to drive stepped-up cleaning efforts, brands need to first and foremost communicate efficacy. Secondary attributes (eg green/natural) are less important for critical ...



Multicultural America - USA



“Brands that deliver on multicultural young adults’ expectations of offering fun, information and connection with others will deepen their value and purpose in participants’ lives.”

- **Toya Mitchell, Senior Multicultural Analyst**

October 2020

Multicultural Young Adults and Foodservice: Incl Impact of COVID-19 - US

“The COVID-19 pandemic has had an outsized effect on multicultural young adult populations, both economically and from a health standpoint. This has affected how they judge foodservice providers, and to even be in contention for their dollars, the baseline requirements for restaurants are to keep customers safe and provide economic ...

Hispanics and Household Cleaning Trends: Incl Impact of COVID-19 - US

“COVID-19 made cleaning the house a priority, and the majority of Hispanics have increased their cleaning frequency. Because COVID-19 is the key factor driving the shift, Hispanics’ cleaning habits may slow down once the pandemic is under control. Brand messaging related to protection and hygiene are critical now, though as ...