



## 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 ...



“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 ...

## September 2020

### Marketing to Hispanic Moms: Incl Impact of COVID-19 - US

“COVID-19 has disrupted Hispanic moms’ lives, bringing uncertainty for the future. In response, Hispanic moms are taking control of what they can to protect their families. Beyond COVID-19, Hispanic moms have high expectations about their children’s future. They see education as a priority and want to walk side by side ...

### Marketing to Black Moms: Incl Impact of COVID-19 - US

“Black moms are aware of the unique parenting challenges they face this year amid COVID-19 and an intensified focus on social justice. However, they want to avoid making their kids fearful of the world, and instead give them confidence to overcome any challenge they face. Their primary focus is their ...

### Black Haircare: Incl Impact of COVID-19 - US

“A majority of Black consumers say that their priorities about their appearance have not changed during the pandemic, which gives insight into their regard for personal style. Hair is foundational to Black consumers’ looks, so they will continue to buy haircare products during lean economic times. However, people in a ...

### Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

“The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

## August 2020



**Black Consumers and Color  
Cosmetics: Incl Impact of  
COVID-19 - US**

“Makeup is more than just part of a grooming routine for Black women. It is more like a coat of armor that represents who she is to the world, as well a way to secure her own personal sense of self. Social distancing due to COVID-19 has reduced her occasions ...

**Hispanics and Color Cosmetics:  
Incl Impact of COVID-19 - US**

“COVID-19 has disrupted Hispanic women’s color cosmetics use, shopping patterns and relationship with makeup. However, while engagement will dip due to changes to lifestyle as a result of the pandemic, Hispanic women are a key segment as they tend to use a wider variety of cosmetics products and wearing makeup ...

**July 2020**

**Marketing to Hispanic  
Millennials: Incl Impact of  
COVID-19 - US**

“COVID-19 has been very disruptive to Hispanic Millennials. The fact that the majority of Hispanic households experienced some loss of income likely had an even greater negative effect on Hispanic Millennials’ path toward feeling successful and having the material assets to prove it. Despite the setback, Hispanic Millennials’ future is ...

**Marketing to Black Millennials:  
Incl Impact of COVID-19 - US**

“Black Millennials are at a crossroads in their lives – they have made some positive strides in their lives in terms of their educational attainment and have achieved some comforts, while others are still in the process of forging a path to success even though they face systemic roadblocks that ...

**June 2020**

**Hispanics and Media  
Consumption: Incl Impact of  
COVID-19 - US**

“Media consumption is one of the top activities Hispanics do in their leisure time. Shelter-at-home and social distancing orders due to COVID-19 have made it an even more integral part of Hispanics’ daily lives. As services aim to promote trial, with hopes of consumers signing up for longer-term paid subscriptions ...

**Black Consumers and Media  
Consumption: Incl Impact of  
COVID-19 - US**

“As the Black population is disproportionately impacted by the coronavirus pandemic, Black consumers turn to culturally relevant, trusted media sources for information as well as those that offer an escape from the chaos.”

– **Toya Mitchell, Senior Multicultural Analyst**

**May 2020**

**Black Consumers' Loyalty in  
Automotive: Incl Impact of  
COVID-19 - US**

“The automotive industry will be one of the hardest hit by the COVID-19 outbreak and the economic downturn. Past recession periods show that new car sales plummet

**Hispanics' Loyalty in Automotive:  
Incl Impact of COVID-19 - US**

“Despite Hispanics being more likely than the average to be planning to buy a car within a year, the COVID-19 outbreak likely prompted them to put those plans on hold overnight. Sales will come nowhere close to original



when the economy contracts. Meanwhile, Black consumers are also disproportionately impacted by job losses and experience greater financial insecurity relative to the total ...

projections. As car brands and dealerships aim to bounce back, they have ...

**March 2020**

**Black Consumers' Culture and Community - US**

Black adults are proud Black Americans. Black culture is the foundation for their identity, and they are proud of how their culture – and, by extension, their presence – influences and is woven within the American tapestry while keeping their sense of self intact. While Black adults are rooted in ...

**Hispanics' Culture and Community - US**

"As Hispanics account for nearly 20% of the US population, they are intrinsically present in groups and communities across the US. How Hispanics meet the people that make up their social circles, in addition to the factors that strengthen them, shows how both groups and communities are multidimensional, with trust ...

**February 2020**

**Hispanics and Shopping at Mass Merchandisers - US**

"Hispanics almost universally shop at mass merchandisers; Walmart and Target are far ahead of the rest. Hispanics associate Walmart with good value and a vast product selection, while a pleasant store environment is more top-of-mind for Target. Mass merchandisers continue to adapt to modern consumers' needs in order to ensure ...

**Black Consumers and Shopping at Mass Merchandisers - US**

"Some 98% of Black consumers have shopped at a mass merchandiser within the last year, making these stores the primary location where they can fulfill their shopping for multiple personal and household needs at competitive prices. Some stores have a reputation as being upscale and hip while other stores are ...

**January 2020**

**Black Consumers and Shopping for Groceries - US**

"While convenience is important, grocery shopping is also a sport for most Black consumers, who are engaged in finding the best deals at the best stores. Shopper segments are based on their attitudes on convenience and further distinguished by how they balance product value between trusted brand names and price ...

**Hispanics and Shopping for Groceries - US**

"When shopping for groceries, Hispanics follow a different path compared to the average US consumer. Hispanics' search for value means they shop at a variety of stores, and traditional supermarkets lose out to mass merchandisers. Convenience and quality are top motivators for choice of retailer, but compared to the average ...

**Consumers and the Economic Outlook - US**



## Multicultural America - USA



"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still willing to treat themselves."

**- Jennifer White Boehm, Associate Director -  
Financial Services & Auto**