



September 2015

Marketing to Asian Moms - US

"Asian moms are a diverse group, originating from many countries, speaking many languages, and encompassing a wide range of economic and cultural backgrounds. On average though, they are highly educated, with high-household incomes and high expectations for their children's futures. This combination of traits makes Asian moms a desirable market ...

Marketing to Hispanic Moms - US

"Hispanic moms are devoted to their families and their homes. Their children are at the center of their worlds and they want to please them, having their preferences in mind when deciding what to buy. They want to support their children however they can and have high expectations about their ...

Marketing to Black Moms - US

"Black moms control the purse strings of the more than \$1 trillion buying power in the Black community. While moms may make the ultimate call on purchases, her children influence what she buys because she wants them to provide them with the things she may not have had while growing ...

August 2015

Hispanics and Healthcare - US

"Living a healthy life is top of mind for Hispanics; however, they feel that they are healthy, which reduces their motivation to proactively make significant changes in the way they live. While they see value in health insurance, financial constraints also limit the access that less-affluent Hispanics have to health ...

Black Consumers and Haircare - US

"Haircare is perhaps one of the largest areas of consumer expenditures among Black consumers. Hair is an important part of Black consumers' image – it shapes their identity and sends a signal to the world of who they are as a person. With the variety of ways that Black consumers ...

July 2015

Digital Trends - Black Consumers - US

Despite having lower household incomes on average, Black consumers' strong desire to keep up with the latest in technology suggest they are willing to sacrifice in other areas so that they can have the same products that higher income earners have. This consumer group loves being among the first to ...

Digital Trends - Asians - US

"Despite their relatively small share of the US population, Asians play an important and growing role in the markets for consumer electronics (CE) products and digital services. Young, affluent, and educated, Asians are leaders in adoption of new technologies, participation in online activities, and engagement with the mobile web, and ...

Digital Trends - Hispanics - US



Multicultural America - USA



"Hispanics embrace the internet as it allows them to consume the content they want when they want, and stay connected with friends and family. As a result, they are equipping their households with consumer electronics (CE) staples such as laptops, tablets, and smartphones. However, as they become bicultural, Hispanics are ...