



## December 2018

### Black Food and Drink Shopper - US

"Black consumers are estimated to spend \$72 billion on food and drink in 2018, a 4.5% increase vs 2017. Falling market prices along with better economic conditions may lead this consumer to buy more of their favorite brand names in categories such as meats and center-of-store items to please ...

### Hispanic Food and Drink Shopper - US

"Hispanic households are expected to spend nearly \$100 billion on food and drink for at-home consumption in 2018, which represents 13.6% of the total US expenditures on these categories. Hispanics are value-oriented consumers who shop at a variety of stores, and choose their food and drink destinations with product ...

## November 2018

### Marketing to Hispanic Moms - US

"In the US there are almost 8 million Hispanic moms with children under the age of 18 in the household. Product of this impressive number, Hispanic women are more likely than the average US woman to be a mom. The fact that one in four babies born in 2016 were ...

### Marketing to Black Moms - US

"Black moms' lives are totally consumed with taking care of their children, making most decisions regarding their lives on her own. She looks to technology to help her feel organized, reduce her "mommy load," and maximize her budget. Her dreams lead with spending more time with her kids, followed ...

## October 2018

### Hispanics and the Restaurant Decision Making Process - US

"Hispanics' dining out expenditures grew 23% from 2013-18 to reach an estimated \$75.4 billion. Still, their current share of total expenditures is a fraction of their population share relative to the total US. Several factors such as youth, disposable income, and lifestage explain why Hispanics fall short. However, Hispanics ...

### Consumers and the Economic Outlook - US

"The economy continues its slow and steady recovery, though economists are hesitant to say that it has officially recovered. While some consumers may be watching economic indicators, many are not, and even those who are may not see the direct effects on their daily lives. Overall, if consumers were already ...

## September 2018

### Black Haircare - US

"The Black haircare market has adjusted to the new natural hair normal. Product innovation, expanded retail distribution, and brand messaging recognize that the future of the Black haircare market is dependent on chemical-free consumers. While natural hair is the norm, Black consumers have different attitudes, beauty standards, and motivations behind ...

### Hispanic Cooking Enthusiasts - US

"Hispanics over index for enthusiasm toward cooking. Their enthusiasm is not only reflected in the time they spend in the kitchen, but in how they choose to spend that time and who they cook for. Their cooking approach is continually evolving and influenced by people close to them, as well ...

## August 2018



### Hispanics and Cleaning the House - US

"At not quite \$2 billion, Hispanics' expenditures on household cleaning products have contracted slightly since 2013. Hispanic women continue to take the lead, while Hispanic men play a supporting role. Cleaning the house can be hard work, but there are clear attitudinal differences between Hispanics who clean because they want ...

### Black Consumers and Cleaning the House - US

"A clean house is a healthy house, and many Black consumers take pride in regularly cleaning their home to maintain order and create a relaxing environment away from the outside world. Product and brand considerations, budget constraints, and routines impact Black consumers' desire and approach to cleaning the house."

- Toya ...

## July 2018

### Consumers and the Economic Outlook - US

"Consumers remain confident in their financial health and anticipate little change in the coming year, resulting in stable patterns of financial opinions and behaviors. Consumers hope to save for the future while also maintaining spending levels that accommodate their current lifestyle. This Report looks at the role credit score plays ...

### Hispanics and the Car Purchasing Process - US

"Since the majority of Hispanics plan to purchase a car within the next three years, they are constantly gathering information about the vehicles they would like. Most of this research is conducted online and through the recommendations or influence from friends and family. However, the experience at the dealer is ...

### Black Consumers and the Car Purchasing Process - US

"Buying a car can be a stressful process for Black consumers, because they are singularly focused on ensuring that they negotiate the best deal that maximizes car value within their budget. Gathering as much information as possible on car attributes, performance, and most importantly price helps to alleviate concerns for ...

## June 2018

### Marketing to Black Millennials - US

"Black Millennials are a tenacious group who are grounded in their faith and belief that they will be the change they want to see – within their family, community and most importantly, themselves. This generational group looks among and within themselves to control and define their identity and image on ...

### Marketing to Hispanic Millennials - US

"The Hispanic Millennial generation accounts for the largest share of the Hispanic population. Due to their significant influence on older and younger Hispanics, understanding Hispanic Millennials provide hints about the future direction of the Hispanic market as a whole.

- Juan Ruiz, Director of Hispanic Insights



## May 2018

### Black Consumers and Social Media - US

Nearly all Black consumers use social media to be entertained and connected to their family and friends anytime and anywhere. Social media exposes Black consumers to new ideas and information while simultaneously serving as a public platform to create and maintain agency over their identity and beliefs. Brand communication that ...

### Hispanics and Social Media - US

"Hispanics – due to their youth – are engaged social media users. They find in social media a group of connections/friends who share their personal interests despite having diverse cultural backgrounds, political views, and religious interests. As social media provides Hispanics with a way to find information that is ...

## April 2018

### Consumers and the Economic Outlook - US

"The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation's GDP (gross domestic product) has been on the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...

### Hispanics and Convenience Stores - US

"The convenience store (c-store) category is facing headwinds affected by lower margins due to an increasingly competitive retail landscape and declines in motor fuel prices over the past few years. As the category aims to find its own identity – one that may go beyond just convenience – it can't ...

### Black Consumers and Convenience Stores - US

Convenience stores' value among Black consumers is rooted primarily in the amount of time they are able to save in traveling to and from the store as well as the shopping experience itself. Black men are the main c-store shoppers and they use these outlets as one-stop shopping locations, mostly ...

## March 2018

### Black Beauty Consumer - US

Black women are less likely to use cosmetics in comparison to the general market, but her usage varies across beauty products due to her skill set, her knowledge of expected benefits, and most importantly, her ability to find products in the right shades to create her desired look. Her beauty ...

### Hispanic Beauty Consumer - US

Hispanics' expenditures growth on beauty products has come to a standstill. While the Hispanic market is young, which favors engagement, Hispanics also tend to be value oriented. The challenge for beauty brands is to transform the interest Hispanic women have in beauty trends into action. To do that, brands may ...

## February 2018



## Hispanics' Content Consumption and Sharing - US

"As the digital divide between Hispanics and the general population closes, the Hispanic population is consuming a vast array of content on a multitude of platforms. TV is still the center of Hispanic households, but online services are successfully complementing traditional media channels by filling in education and entertainment gaps ...

## Hispanics and Alcoholic Beverages - US

"Hispanics' expenditures on alcoholic beverages have experienced significant growth over the past five years. However, Hispanics' share of expenditures under indexes considerably relative to their share of the population. Hispanics tend to gravitate mainly toward beer, and they under index for drinking spirits and wine. However, access to better opportunities ...

## January 2018

## Consumers and the Economic Outlook - US

"Economic improvement continued at a relatively steady clip as a new presidential administration took office at the beginning of the year. While there have been natural catastrophes and tragedies throughout the US, the economy has generally remained stable and any expert predictions continue to be optimistic."

- Jennifer White Boehm, Associate ...

## Hispanics and American Culture and Identity - US

"Hispanics will continue to gravitate toward biculturalism. Communications technology such as social media allows US Hispanics to stay connected with family members in other countries. Meanwhile, the sizable and relatively young market creates opportunities in the US for Hispanics to keep their culture alive through daily interactions. Hispanic moms' will ...

## Black Consumers and Alcoholic Beverages - US

Alcohol consumption is largely driven by emotional fulfillment. Black consumers' motivation to drink can range from a desire to relax in solitude to getting the party started with their peers. Black consumers' consumption of alcoholic beverages by type is similar to the general market. Beer and wine are the most ...

## Black Consumers' Content Consumption and Sharing - US

"In spite of factors that could limit entertainment options, Black consumers make video content a priority in their leisure time. Although there is interest in sharing thoughts and experiences, consumption of content seems to be a preference over creation. Live TV is a particularly important element of a Black adult's ...