



January 2022

Hispanics' Vacation Plans - US

“Despite COVID-19, most Hispanics took vacations in the past two years, and most plan to do it again in the next two years. While the extent to which they can travel depends on the evolution of the pandemic and new variants, Hispanics have positive attitudes toward vacationing if they think ...

Black Consumers' Vacation Plans - US

“Despite being hard hit by conditions surrounding the pandemic, Black consumers are eager to zip up their suitcases to escape their everyday routines. To build these connections, brands need to first take measurable steps toward diversity and inclusion to accurately represent Black consumers as active participants in the travel space ...

December 2021

Black Consumers: Feeding the Family - US

“The secret ingredient to cooking for the family lies in the emotional aspect. Attitude toward cooking has made all the difference as those who enjoy making meals for their family proactively find ways to keep themselves engaged and their children happy – even after two years of cooking more from ...

November 2021

Hispanics: Feeding the Family - US

“Hispanic parents have two fundamental objectives in their approach to feeding their families; they want to ensure their families eat healthy and they want to please them. As achieving these objectives contributes to strengthening their identity as parents, there are opportunities for brands to help Hispanic moms handle the (sometimes ...

Multicultural Young Adults and Gaming - US

“There are clear differences among multicultural young adult gamers and their view the gaming industry, with some feeling more accepted and welcome than others. Overall, increasing representation within the industry and improving tolerance online from other players are the biggest needs based on responses from all groups of young adult ...

October 2021

Marketing to Black Moms - US

“Black moms have chosen joy and resiliency, even in the face of a difficult year. Black moms display a deep love for their children, and over the last year have shifted their time and energy to focus even more on their children’s needs. Brands have an opportunity to help Black ...



September 2021

Marketing to Hispanic Moms - US

“Hispanic moms love their families dearly, but having them 24/7 during the pandemic was taxing as normal activities such as entertaining younger children, helping older children with school work and managing finances became more challenging. Still, most Hispanic moms adjusted and created new habits; staying focused on the positives ...

August 2021

Multicultural Young Adults and Social Activism - US

“Social activism in the US has been rapidly increasing since the beginning of 2020, and the role of multicultural young adults in the growing social movements is undeniable. Brands looking to engage multicultural young adults must understand their audience’s outlook on social activism as participation in activism and top social ...

Multicultural Young Adults' Attitudes toward Advertising - US

“Multicultural young adults are avid consumers of media who believe that ads matter – even though they rarely see themselves or their communities accurately depicted in them. This dichotomy creates a real opportunity for marketers to invest in truly understanding this audience in all its racial, cultural and economic diversity ...

July 2021

Marketing to Black Millennials - US

“Black Millennials have been impacted by the pandemic more negatively than their peers. Some have suffered financial setbacks and many have lost loved ones due to COVID-19. As a result, it will take these consumers a bit longer to reach a post-pandemic ‘next normal.’ Brands can support these consumers ...

Consumers and the Economic Outlook - US

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...

Marketing to Hispanic Millennials - US

“Hispanic Millennials feel that their best days are yet to come. While the pandemic impacted their lifestyles and finances, Hispanic Millennials are optimistic about their financial future. As they move forward, they have positive attitudes toward marketing and are open to listening to what brands have to say. As Hispanic ...

Black Consumers: Leisure & Entertainment - US

“After a difficult year with the pandemic and social justice tragedies, the Black community will take some time to recover and heal. Leisure and entertainment can play an important part in this process, with digital entertainment and streaming receiving a significant boost during lockdowns. However, the Black community is likely ...

June 2021



Hispanics: Leisure & Entertainment - US

“COVID-19 dramatically reshaped Hispanics’ leisure priorities. As they spent more time at home, most Hispanics adapted and became pleased with their lifestyles, but some undeniably feel they are missing out on life. Those who are satisfied are more likely to think they have the resources (ie, time and money) to ...

May 2021

Black Consumers: Online Shopping Behaviors - US

“Despite historic barriers in economic opportunity and digital access, many Black consumers are eager and enthusiastic online shoppers. Yet, they still do not shop online at rates as high as the population overall, even though the gap is shrinking. In order to gain further traction from this important audience, retailers ...

Hispanics: Online Shopping Behaviors - US

“For brands to excel in selling online to Hispanics, it is critical that they make their abstract offering more tangible. They can achieve that by proactively reaching out to Hispanic online shoppers. Hispanics want to engage with brands; they want to learn about their products, and they want brands to ...

Black Consumers: Non-alcoholic Beverages - CSDs & Juice/Juice Drinks - US

“Black consumers are not willing to give up the beverages they like. However, they are interested in trying new beverages and new flavors – as long as they come with an element of the familiar (eg flavor blends). Because they are interested in exploring new drinks and are also focused ...

April 2021

Black Consumers: Digital Trends & Impact of COVID-19 One Year Later - US

“Black consumers are enthusiastic adopters of digital technology and this remained true even throughout the incredible difficulties of the pandemic. Many became more dependent on technology during this time and spent more on upgrading their services and hardware. Going forward, Black consumers will remain an important audience for tech products ...

Hispanics: Digital Trends & Impact of COVID-19 One Year Later - US

“The COVID-19 pandemic expanded the base of Hispanics relying on technology more than ever before, creating opportunities for increasing engagement and electronic products upgrades. Hispanic Millennials lead the way embracing tech innovation, but older Hispanics should follow soon as they are learning to get the most out of their current ...

March 2021



Hispanics: Non-alcoholic Beverages - CSDs & Juice/Juice Drinks - US

“While COVID-19 didn’t prompt Hispanics to prioritize spending on non-alcoholic beverages, its impact on their day-to-day lives drove increased purchases as more time at home created more drinking occasions. Because occasion matters much more to Hispanics than wellness/BFY/functional claims, marketers may benefit from focusing their efforts on understanding ...

Consumers and the Economic Outlook - US

“Despite COVID-19 putting a dent in consumers’ finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

February 2021

Hispanics: Snacking Trends - US

“The pandemic created an environment conducive to snacking. Hispanics embrace variety in snacking; however, they aren’t necessarily following general market trends. Cultural differences drive their interest in Latin American brands and flavor selection. Hispanics are showing more positive attitudes toward snacking and they are looking for justification for snacking in ...

Black Consumers: Approach to Health & Wellness - US

“Black consumers recognize the importance of living a healthy lifestyle and seek information to maintain or improve their physical and mental wellbeing. This group regularly engages their personal physician for information and treatment options; however, most do not believe that available healthcare information is relevant to their needs, which sows ...

Black Consumers: Snacking Trends - US

“Some Black consumers choose snacks to satisfy their hunger, while others see snacks as a guilty pleasure to soothe negative emotions while they reach for indulgent and tasty finger food. Most Black consumers want healthier snacks that also taste good, and brands whose products include fresh ingredients may entice this ...

Diversity and Inclusivity in Beauty - US

“Diversity in beauty is not a marketing tactic – it’s an essential practice and must be a key area of focus among every beauty brand on the market today. It requires a strong commitment from brands to listen and collaborate with members of underserved groups to ensure successful and meaningful ...

January 2021



Hispanics: Approach to Health & Wellness - US

“COVID-19 disrupted Hispanics’ approach toward health and wellness as preventing exposure to the virus became the top priority. Pandemic aside, Hispanics are satisfied with their current health and feel capable of making the right decisions about it. As Hispanics see maintaining good health and wellness as ongoing, brands need to ...