



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 ...

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 ...

Upcoming Reports

Black Consumers: TBD - US - December 2021

Black Consumers: Feeding the Family - US - November 2021

Marketing to Black Moms - US - September 2021

Multicultural Young Adults and Social Activism - US - August 2021

Hispanics: TBD - US - December 2021

Hispanics: Feeding the Family - US - October 2021

Marketing to Hispanic Moms - US - September 2021

Marketing to Black Millennials - US - July 2021



Multicultural America - USA



**Marketing to Hispanic Millennials
- US - July 2021**

**Black Consumers: Leisure &
Entertainment - US - June 2021**

**Black Consumers: Non-alcoholic
Beverages - CSDs & Juice/Juice
Drinks - US - May 2021**

**Hispanics: Online Shopping
Behaviors - US - May 2021**

**Hispanics: Digital Trends &
Impact of COVID-19 One Year
Later - US - April 2021**

**Black Consumers: Snacking
Trends - US - February 2021**

**Multicultural Young Adults'
Attitudes Toward Advertising - US
- July 2021**

**Hispanics: Leisure &
Entertainment - US - June 2021**

**Black Consumers: Online
Shopping Behaviors - US - May
2021**

**Black Consumers: Digital Trends
& Impact of COVID-19 One Year
Later - US - April 2021**

**Hispanics: Non-alcoholic
Beverages - CSDs & Juice/Juice
Drinks - US - March 2021**

**Consumers and the Economic
Outlook - US - January 2021**