



## January 2017

### Hispanics and Alcoholic Beverages - US

"Hispanics' expenditures on alcoholic beverages have experienced significant growth over the past five years due to improving economic conditions that allow for increasing expenditures on discretionary items. Despite this, Hispanics' share of expenditures on alcoholic beverages under index relative to Hispanics' share of the US population, in part because Hispanics ...

## November 2016

### The Black Premium Brand and Luxury Consumer - US

Black consumers over index vs the general market on buying luxury brands, but it's not necessarily an exercise simply in conspicuous consumption. Several factors drive luxury brand purchase including the need to have agency of their identity, the desire for elevated status among their peers, and a connection to quality ...

### The Asian Premium Brand and Luxury Consumer - US

The market for luxury goods in the US has been estimated at a value of about \$35.3 billion, accounting for about 22% of the luxury goods market in 2015. Japan is in the second position at an estimated \$30.5 billion and a 19% share, followed by Germany and ...

### Hispanics' Attitudes toward Advertising - US

"Hispanics consume media content using a variety of devices. They expect advertising to be entertaining, as they prefer ads that are engaging and tell a story. This creates a challenge for advertisers, as they may have more success resonating with Hispanics if they can fit their narratives into that context ...

## October 2016

### Black Consumers - Feeding Their Kids - US

"Black parents, especially moms, are the primary decision makers and influencers when it comes to feeding their kids. Food is love and while she is in control when raising her kids, she is soft at heart and likes to give in to what her children want to eat...within reason. Her ...

### Asians' Attitudes toward Advertising - US

### Hispanics - Feeding Their Kids - US

"When feeding their kids, Hispanic parents want to feel in control. However, that is not always possible as the foods they feel comfortable serving their kids are not the same their kids like and Hispanic parents need to make compromises. The discrepancies in expectations can create some tension when kids ...



"By 2021, the Census Bureau estimates that there will be 20.3 million Asians living in the US, or 6% of the US population. This group's influence far outweighs its size however, making it critical for advertisers of all types to develop strategies for reaching Asian consumers. On average, Asians ...

## September 2016

### Marketing to Black Moms - US

"Black moms are the information gatekeepers, product and service decision makers, and the representative of her household. Although she is stretched across her parental and personal responsibilities, she takes comfort in knowing that her village – headed by her mom – will serve as a guidepost and help her make ...

### Marketing to Hispanic Moms - US

"Hispanic moms are devoted to their families and their homes. They feel they are doing a good job as mothers. They recognize there are challenges associated with motherhood and managing their households. However, unacculturated Hispanics seem to welcome those challenges and be mentally ready to handle them; as Hispanic moms ...

## August 2016

### Black Haircare - US

"The Black haircare market is experiencing soft sales similar to mainstream haircare. Estimated 2016 expenditures by Black consumers on haircare products are about \$2.5 billion as Black consumers flock to brands that cater to their specific haircare needs. Despite soft sales, several brands are making inroads within the category ...

### Hispanics' Content Consumption and Sharing - US

"In addition to broadcast television, the internet provides Hispanics with countless options for consuming and sharing content. Hispanic households own a variety of devices, which allows them to have more control over what, when, and where they watch content; larger devices may be used with family; mobile devices grant Hispanics ...

## July 2016

### Black Consumers and Beauty Products - US

"The growing Black population, which includes a large share of iGeneration and Millennials, and interest in natural products are key positive drivers. Nurturing highly engaged consumer segments will also be important for market growth."

### Hispanics and Beauty Products - US

Hispanic women over index for use of most beauty product categories. However, brands face challenges growing their share; Hispanic women tend to be young, value oriented, and their willingness to experiment and try new products makes achieving brand loyalty difficult. As brands aim to connect with Hispanic women and become ...

## June 2016

### Hispanics and the Car Purchasing Process - US

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



Hispanics are more likely than the average to plan on buying a car in the next three years. As they go through the car buying process, Hispanics show some flexibility in terms of the makes and models they want, particularly when they intend to purchase a used car. Hispanics are ...

"Black consumers can be influenced by strategic marketing messages during the research and consideration phase of the car buying process as they seek information from multiple sources in their determination of type, make, and model to purchase. Demographics play a role in which resources are most likely to help guide ...

**May 2016**

**Hispanics and Money Management - US**

"The majority of Hispanic consumers tend to be optimistic about how they are doing financially, as their households are able to save money each month. However, Hispanics tend to lack clear financial goals and their distrust of institutions means they are not using them to their full potential."

**Black Consumers and Money Management - US**

"Black consumers are eager for help and in need of money management services. Black consumers' household structures, dynamics, and incomes differ from the total population, presenting them with specific challenges in managing their money."

**April 2016**

**Hispanics and Cleaning the House - US**

"Hispanics' expenditures on household cleaning products have grown modestly as a result of Hispanics' attention toward value and a gradually diminishing sense of urgency for keeping their homes spotlessly clean as they become more acculturated and adopt a more casual attitude toward household cleanliness. However, this is not to say ...

**March 2016**

**Hispanics' Diet and Wellness - US**

"Having a healthy lifestyle is important for Hispanics. More than half are proactive in terms of diet and exercise; however, since in general Hispanics feel they are healthy, the need for change may not be evident for all."

**Black Consumers' Diet and Wellness - US**

"Black consumers are disproportionately impacted by certain health conditions and diseases, such as heart disease, diabetes, hypertension, and obesity. They have a very positive view of their overall health. At the same time, they admit they need help and turn to media for solutions, which presents an opportunity for marketers ...

**February 2016**



### Hispanics and Fast Casual Dining - US

Hispanics over index for use of all subcategories of fast casual restaurants which makes them an important segment that fast casual restaurants can't ignore. However, in spite of this, Hispanics tend to have difficulties seeing a better value in fast casual restaurants when comparing these to other types of restaurants.

### Black Consumers and Fast Casual Dining - US

"Black consumers enjoy dining out, not only as a leisure activity but because many of them lead very busy lives and dining out saves time and in some instances money. Fast casual dining can be a healthier alternative to dining out than eating at a quick-service restaurant."

## January 2016

### The Black Apparel and Footwear Consumer - US

"The retail industry is highly competitive, and for each retailer to get its fair share of the pie, marketers will need to invest in the Black consumer market. Black consumers are more likely than the total population to keep up with fashions, and are very passionate about shopping."

### The Hispanic Apparel and Footwear Consumer - US

With projected expenditures of \$49.4 billion, Hispanics enjoy shopping for apparel and footwear not only for themselves but for other adults and children as well. Despite this, growth in the category is projected to be moderate, as Hispanics continue to look for value in the purchases they make.