



June 2017

Marketing to Black Millennials - US

"Black Millennials are a diverse group, across age, educational attainment, family structure, and income, all of which impacts how they see themselves and their worldview. While diverse within themselves, there are similarities among them as a group that reveal what they believe about their future and how they interact within ...

Marketing to Hispanic Millennials - US

"The Hispanic Millennial generation is aged 23-40 in 2017 and accounts for the largest share of the Hispanic population. Moreover, 21% of all US Millennials are of Hispanic origin. The majority of Hispanic Millennials are bilingual and bicultural and want to fit in both the American and the Hispanic world ...

May 2017

Digital Trends - Hispanics - US

"While Hispanics have an arsenal of consumer electronics, smartphones and laptop computers are the must-haves. These devices enable Hispanics to communicate with friends and family, navigate their surroundings, and consume content. In addition to these two devices, Hispanics show higher purchase intent for most consumer electronics when compared to all ...

Digital Trends - Black Consumers - US

"Digital electronic devices are the conduit whereby Black consumers are entertained and engage and connect with their family and friends. Their need to be at the forefront of technology trends drives their ownership, purchase intent, and desire for advanced technology. New technology, more than any other platform, opens new worlds ...

April 2017

Consumers and the Economic Outlook: Quarterly Update - US

"With a new administration, a growing economy, and a relatively healthy jobs market, this Report addresses how consumers are feeling about their current financial situation. Through a series of questions that will be asked throughout 2017, Mintel has aggregated consumer opinion on their current finances, how they hope to improve ...

Hispanics' News Consumption - US

Hispanics enjoy following the news. However, since Hispanics' lives tend to orbit around content consumption and the competitive landscape is becoming increasingly fragmented due to the internet, news providers need to find ways to stand out and appeal to Hispanic consumers. Gaining and maintaining their trust is key.