



September 2023

Marketing to Black Millennials - US

“Black Millennials are at peak adulthood and their perspectives on life reflect such. As Millennials age, they are showing that their needs are similar to that of any adult who is building a career, raising a family, or both. Black Millennials are in need of supports for their respective life ...

Marketing to Asian Moms - US

“Asian moms may seem to have it all: they are on average more affluent, more educated and more likely to be living with a spouse than other moms. At the same time, they are also the most likely to admit they feel overwhelmed with the responsibilities of being a parent ...

Hispanic Beauty Consumer - US

“Hispanic consumers are highly engaged in at-home beauty and personal care treatments and resort to going to a salon when they lack the skills to get good results. Overall, at-home BPC brands attract consumers because of their price point, but specific segments are motivated by different variables, including ease of ...

August 2023

Marketing to Hispanic Millennials - US

“Hispanic Millennials experience satisfaction in their lives, but they also face high levels of anxiety and frustration. Notable variations exist among younger and older Millennials making it crucial to avoid one-size-fits-all campaigns in crafting relatable marketing messages that resonate with their unique lifestage. Financial stress emerges as their primary concern ...

Marketing to Black Gen Zs - US

“For Black Gen Zs, the sentiment towards the future is that it’s going to be a hard, bumpy ride. Being focused on establishing careers, they’re aiming high and targeting homeownership – a visible sign of financial security. They’ll need help getting there given their lifestage, but beyond that, because they ...

Marketing to Asian Millennials - US

“Asian Millennials have influence beyond their numbers, thanks to their high income and education levels and growing cultural clout. However, this audience is far more complex than it seems, with numerous languages, cultures and socioeconomic factors at play. With Asians all too often left unrepresented, targeted, authentic campaigns can help ...

Asian American Beauty Consumer - US

“The rich heritage of Asian culture has transformed the beauty industry, with products drawing on century-old traditions as well as cutting-edge innovations. Not surprisingly, Asian Americans are important drivers of the beauty industry. This diverse, influential audience includes high-income shoppers and highly engaged beauty aficionados. Winning the Asian American audience ...

July 2023



Multicultural America: Cleaning the Home - US

“Black and Hispanic Americans are more likely than average to carry the sole responsibility of cleaning the home and shopping for cleaning products, with women and moms, in particular, shouldering outsized responsibility. While enjoyment isn’t absent, support would be welcomed, including support from brands in the form of product convenience ...

Marketing to Hispanic Gen Zs - US

“Hispanic Gen Zs are in need of guidance reaching their goals as they are impacted by current financial uncertainty and anxious about establishing their financial footing but still strive for major milestones – like buying a home – by the time they turn 30. Though their current focus is on ...

Consumers and the Economic Outlook - US

“The economic sentiment for most of last year was that the US was headed towards a downturn, as inflation ran rampant in tandem with quickly rising interest rates. Over a year from when prices peaked at a more than 40-year high, however, the US economy has continued to defy the ...

Multicultural America: Leisure and Entertainment - US

“Inflationary conditions are shaping consumer participation in leisure and entertainment activities. However, after years of restricted participation and an increased focus on mental wellness, consumers are looking more to trade-offs than to complete cutbacks. From a multicultural perspective, activity preferences and associated benefits like leisure time being good for mental ...

May 2023

Hispanic Consumer Snacking Trends - US

“Hispanic consumers gravitate to snacks for reasons beyond hunger and seek an indulgent experience that delivers great flavor quality. Brands need to lead with flavor first in order to appeal across segments but need to maintain excitement amidst economic uncertainty. Ultimately, sweet and savory snacks have room to grow within ...

April 2023

Diversity and Inclusivity in Beauty - US

“Beyond traditional perceptions and ideals (ie, race, gender, age), the definition of a diverse beauty brand becomes more nuanced. Expanding diversity to include people with physical/mental challenges is a fairly new concept, but one that is extremely important. Developing products to suit the needs of a small cohort of ...

Black Americans and Symbols of Identity - US

“Identities are more than what meets the eye. Our identities are our lived experiences, and Black consumers are focused on expressing those experiences through various mediums. Although Black consumers have a special interest in physical appearance as a form of self-expression, physical appearance is just a microcosm of their greater ...

March 2023



Hispanics and Symbols of Identity - US

“Hispanics are a multifaceted demographic that cannot be summed up by merely physical traits. Individuals see themselves as much more than their culture or physical traits when it comes to defining who they are. Their activities, skills, talents, and family roles are just as important as their heritage and community ...

February 2023

Multicultural America: Approach to Health and Wellness - US

“Although the racial and ethnic makeup of the US is growing more diverse, more needs to be done in terms of equitable access and care in the healthcare industry as factors such as the COVID-19 pandemic and unprecedented levels of inflation have disproportionately impacted multicultural populations. That being said, data ...

Consumers and the Economic Outlook - US

“Cooling inflation and a solid labor market are likely the direct contributors to consumers’ positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

Upcoming Reports

Multicultural America: Content Consumption - US - 2023

Multicultural America: Meal Planning and Preparation - US - 2023

Marketing to Hispanic Moms - US - 2023

Black Beauty Consumers - US - 2023

Multicultural America: Dining Out - US - 2023

Marketing to Black Moms - US - 2023

Multicultural America: Brand Loyalty - US - 2023

Black Haircare - US - 2023