

Black Consumers and Shopping for Groceries - US - October 2017

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"Product prices and selection are key drivers for where and when Blacks shop, but they are proud of their ability to maximize their budget. Retailers that offer a pleasant atmosphere and convenience are included in their shopping routine, but incentives created just for them on top of their expectations have the opportunity to increase store visits and maintain loyalty."

- **Toya Mitchell, Multicultural Analyst**

This report looks at the following areas:

- Black households are estimated to spend \$60.6 billion on groceries in 2017
- Walmart is the leading grocer among Black shoppers
- Lower incidence of online grocery shopping may be tied to lack of service
- Blacks shop at multiple stores for price and product mix
- Young Black grocery shoppers expect the full experience
- Coupon use may be low due to redemption restrictions and relevance

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Food and drink expenditures expected to rebound following 2016 decline

Black households include more expanded family members and children

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Supercenters are closing the access gap in food deserts

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Grocery delivery excludes Black neighborhoods

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Grocery innovations geared toward discount shoppers

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