

Black Consumers' Diet and Wellness - US - March 2013

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"Black consumers exhibit the highest incidence of obesity and related diseases, but they are doing little to address it. Cultural as well as economic elements play a big role in unhealthy dietary habits and sedentary lifestyle. Creating awareness about the link between diet and food is the key to restoring wellness among this consumer groups."

– Leylha Ahuile, Senior Multicultural Analyst

In this report we answer the key questions:

- Why should marketers work to change the status quo?
- How can marketers fill the gap between perception and behavior regarding attributes of healthy lifestyle?
- How does Black consumers' low spending on healthcare products affect wellness marketers?

All is not well when it comes to Black consumers' health. Black consumers show the highest incidence of obesity and related chronic diseases such as diabetes, hypertension, and cancer among all racial/ethnic groups. Cultural and economic factors play a large role in Black consumers' wellness or the lack thereof. The prevalence of consumption of processed food and foods high in fat, as well as a lack of exercise, have contributed to the high incidence of many chronic diseases. Clearly, there is a need to further raise awareness about the link between food and health. Black consumers also present a wealth of opportunity for over-the-counter (OTC) medicines and wellness products. Marketers, however, need to find the right message that will resonate with this consumer group.

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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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