

The Black Apparel and Footwear Consumer - October - 2013

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“Although the recent recession did impact apparel expenditures, steady increases have been observed in the last two years. Black consumers tend to be style conscious and follow the latest fashion trends. This consumer loves to shop and shop a wide range of stores – brick and mortar as well as online.”

– Tonya Roberts, Multicultural Analyst

This report looks at the following areas:

- Compared to 2010, how have Black consumers' attitudes and behaviors toward apparel and footwear changed?
- What influences Black consumers' decisions to buy clothing and apparel? Where are they shopping?
- What role does their image play in what they wear and what their children wear? What are some missed opportunities?

Black consumers love to shop and they spend a large amount of their disposable income on clothing and footwear. Style is very important to Black consumers and they see it as a way for to express their individuality. Many Black consumers also view themselves as trendsetters and feel that staying on top of the latest fashions is important in their lives. Therefore, there is a tremendous opportunity for retailers to reach out to this audience with fashion forward clothing and footwear that appeals to their sense of style.

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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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