

Asian American Lifestyles and Entertainment - US - September 2014

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“Asians are an important and growing market for entertainment and leisure categories. These high-income, highly educated consumers represent a potentially lucrative market, especially for entertainment that provides multiple values.”

- Fiona O'Donnell, Category Manager – Multicultural, Lifestyles, Travel and Leisure

This report looks at the following areas:

- How can entertainment offerings appeal to diverse, multigenerational Asian families?
- How do Asians' digital lifestyles impact their entertainment choices?
- How Asians can be big spenders, but only when they see good value ?

As the fastest growing racial group in the US, Asian Americans are a market to watch. Meanwhile, the leisure and entertainment sector is expected to be one of the fastest growing categories of consumer spending over the next five years, and Asian American spending in this category is growing even faster. Overall, the Asian American population is relatively young, highly educated, higher income, and tech savvy – all characteristics with great appeal for marketers. To succeed with this desirable market, retailers and marketers need to understand how Asians think about leisure time, what drives their entertainment choices, and how demographic factors like country of origin, age, income, and level of acculturation relate to Asians' leisure activities. In this report, Mintel explores all of these factors and more, providing insight into how brands can best reach this geographically and culturally diverse group of consumers.

This is the first report that Mintel has produced on Asian American lifestyles and entertainment. However, readers may also be interested in Mintel's *Asians and Dining Out – US, May 2013*, *Asian American Premium Brand Consumer – US, June 2013*, and *The Shopping Experience of Asian Americans – US, August 2014*.

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DID YOU KNOW?

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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