

The Shopping Experience of Asian Americans - US - August 2014

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"Though Asians represent an enticing market, with substantial and growing buying power and many high-income and highly educated shoppers, marketers need to remember that Asians are an extremely diverse and multifaceted population."

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

This report looks at the following areas:

- Avoiding the "model minority" pitfall
- How can marketers target Asians while respecting their diversity?
- How can marketers overcome Asians' reluctance to spend on nonessential consumer goods?

As the fastest growing racial group in the US, Asian Americans are a market to watch. The Asian American population is relatively young, highly educated, high 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 shopping, what drives their purchases, and the role that demographic factors like gender, age, and income play in Asians' shopping decisions. In this report, Mintel explores all of these factors and more, providing insight into how brands can best reach this geographically and ethnically diverse group of consumers.

This is the first report that Mintel has produced on the shopping experience of Asians. However, readers may also be interested in Mintel's *Asian American Lifestyles and Entertainment – US, September 2014*, *The Shopping Experience of the Hispanic Consumer – US, April 2014*, and *The Shopping Experience of the Black Consumer – US, April 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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