

## Black Consumers and Alcoholic Beverages - US - December 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Blacks drink a wide variety of alcoholic beverages. They are more likely than the average adult to drink champagne, cognac, rum, and vodka, among others. While many enjoy drinking away from home, the majority drink at home, whether socially or as a way to unwind. This consumer is brand conscious and tends to buy higher-end brands – taste and the image they project to others are important."

– Tonya Roberts, Multicultural Analyst

This report looks at the following areas:

- What are some of the latest trends in alcohol consumption – the types, top brands, occasions, consumption locations, etc?
- What are some key influencers and deterrents for consuming alcoholic beverages?
- What are the similarities and differences among consumers based on the types of alcoholic beverages they drink?

The growth in Black buying power continues to outpace that of Whites, despite the fact that Blacks have lower income. In fact, when it comes to alcoholic beverages, Black consumers are more likely than any other consumer group to drink premium brands across nearly every category. With the recession five years in the past, Black consumers are spending more on entertainment – whether it's a party or function in their home, going to a concert, attending a "sip and view" (movie and cocktails), or going to a bar or nightclub. The increased purchasing power of this consumer group further demonstrates that marketing targeted specifically to the Black consumer is more important than ever before.

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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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## Trend Applications

- Trend: Attention Economy
- Trend: Extend My Brand
- Trend: Life – An Informal Affair

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- Blacks are celebratory, social “get togethers” occur on a regular basis
- Blacks like to feel as though they belong to a special group
- Black celebrities help to drive sales

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Source: US Census Bureau, Current Population Survey, Annual Social and Economic Supplement/Mintel

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Source: Lightspeed GMI/Mintel

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## Drinking occasions

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## Appendix – Trade Associations

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