

The Shopping Experience of Black Consumers - US - April 2014

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“Marketers need to better understand the different consumer segments within the Black community and how each segment is unique and has different expectations when it comes to the shopping experience. While they are all on a hunt for the best bargain, the actual experience and the store’s understanding of cultural nuances is what keeps them coming back.”

– Tonya Roberts, Multicultural Analyst

This report looks at the following areas:

- What are their general attitudes toward shopping and spending?
- What are some of the types of stores they shop at for certain types of products?
- Aside from rational shopping triggers, what are some of the emotional reasons that compel Black consumers to buy what they buy?
- How receptive are Black consumers to shopping online? What are some of the things that appeal to them when they shop in-store?
- What are some promotions that are most effective at generating sales?

In 2013, the buying power of the Black consumer market is \$1.0 trillion, and is expected to grow by 2018. Despite having lower household incomes than other consumer groups, Black consumers spend a tremendous amount of their earnings on things like apparel and footwear, electronics, and entertainment. Black consumers love to shop – it’s one of their favorite pastimes, a way for them to escape from life’s pressures and a social outing. They shop more frequently, are willing to travel farther, and enjoy shopping around for the best deals.

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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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