

## Snacking Preferences of Black Consumers - US - November 2014

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“Despite the fact that Blacks are heavy snackers, there is very little advertising aimed at reaching this consumer. While the motivation for snacking may be consistent with other consumers, the types of snacks vary considerably when compared to other consumer groups.”  
 – Tonya Roberts, Multicultural Analyst

## This report looks at the following areas:

- What are the leading snacks among Black consumers? What role does culture play in the snacks they eat?
- What are some of the triggers for snacking? How can marketers leverage what is important to Blacks in advertising?
- What role is health playing in the snacks Blacks eat?

Snacking is a major part of Black consumers' everyday lives, whether they are snacking between meals, including it as part of a meal, or treating themselves to one of life's simple indulgences. As with many foods they consume, Black consumers love savory and sweet snacks, whether they are bought off the shelf, from the freezer, or made from scratch. Their love for snacks and snacking is one of the reasons why Blacks tend to be overweight. Since flavor is something they are often not willing to sacrifice, low-calorie and low-fat options are less desired. The motivation for choosing healthier snack options is for weight control and to reduce salt and sugar intake due to illnesses such as high blood pressure and diabetes.

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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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The implications:

What are some of the triggers for snacking? How can marketers leverage what is important to Blacks in advertising?

The issues:

The implications:

What role is health playing in the snacks Blacks eat?

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The issues:

The implications:

## Trend Application

Trend: Fauxthenticity

Trend: Life Hacking

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Overview of Mintel's Black advertising segments

Cluster #1: Cultural Activist (47% of the Black population)

Cluster #2: Cultural-istics (34% of the Black population)

Cluster #3: Cultural Advocates (19% of the Black population)

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## Appendix – Trade Associations

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