

## Black Consumers and Household Products - US - March 2014

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

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"Maintaining a clean home is important to Black consumers. A clean home is direct reflection of what others think about them, and a clean home means a healthy family. Black consumers are all about prevention, and rely on products that have ingredients to help remove germs and odors. Blacks teach their children early in life to do their part of chores around the house."  
- Tonya Roberts, Multicultural Analyst

This report looks at the following areas:

- Are Black consumers more likely to be germaphobes?
- Blacks want natural products, but can they give up scent?
- What can marketers do to help parents involve their young children with chores?

Black consumers spent nearly \$4 billion on household products in 2013, which is up from 2010. Despite lower household incomes, Blacks are much more likely to buy brand name household products. When it comes to household products, efficacy is more important than cost. Rather than risk buying a lower-quality less expensive brand, Black consumers will shop around for the best price on their favorite household products. They are also more likely than White consumers to buy a wide array of household cleaners, laundry products, scented products, and bleach.

This report focuses on the following household products: cleaning products, fabric care/laundry products, dish detergent and dishwasher detergent, and paper goods (eg. toilet paper, paper towels, napkins, and facial tissue.) This report builds on the analysis presented in Mintel's Household Paper Products – US, February 2013, as well as Marketing to the Green Consumer – US, March 2013.

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Blacks want natural products, but can they give up scent?

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The issues

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## Toilet paper attitudes and usage

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