

## The Black Apparel and Footwear Consumer - US - January 2016

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"The retail industry is highly competitive, and for each retailer to get its fair share of the pie, marketers will need to invest in the Black consumer market. Black consumers are more likely than the total population to keep up with fashions, and are very passionate about shopping."

- **Tonya Roberts, Multicultural Analyst**

This report looks at the following areas:

- **Dressed to fit the role, Black consumers' love of fashion makes them trendsetters**
- **Where are all of the Black people . . . in marketing and on the runway?**
- **Black consumers love to shop, but are less likely to shop online**
- **Finding exactly what they're looking for can lead to frustration**

The retail industry is highly competitive, and for each retailer to get its fair share of the pie, marketers will need to invest in the Black consumer market. Black consumers are more likely than the total population to keep up with fashions, and are very passionate about shopping. This report takes a deep dive into their attitudes toward fashion, what motivates them to shop, the types of stores they're more likely to shop at online and in-store, and some of their shopping frustrations. To help marketers pinpoint merchandise to advertise, this report also delves into the items that can be found in their shopping bag.

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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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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

At \$39 billion, expenditures could reach \$50.3 billion by 2020

Figure 1: Expenditures by Black households on apparel and footwear and fan chart forecast of market, at current prices, 2010-20

The issues

Dressed to fit the role, Black consumers' love of fashion makes them trendsetters

Figure 2: Black consumers' influence on setting trends – Indexed against the total population, April 2014-June 2015

Where are all the Black people . . . in marketing and on the runway?

Black consumers love to shop, but are less likely to shop online

Figure 3: Top retailers Black consumers shop online – Index to shopping in-store, September 2015

Finding exactly what they're looking for can lead to frustration

Figure 4: Shopping frustration of finding the right size or selection, September 2015

The opportunities

Acknowledge that Black consumers are viable consumers, leverage them as brand advocates

Figure 5: Brand advocacy among Black consumers – Net three ratings, September 2015

Uncover opportunities to engage with them online, make them fall for you

Tap into their geek spirit with apps and other technology

What it means

### The Market – What You Need to Know

Currently at \$39 billion, expenditures expected to grow 29% by 2020

Apparel expenditures account for nearly three quarters of spending

Footwear expenditure growth is more moderate

Demographics and dynamics in Black community impact the category

### Market Size and Forecast

Black consumers' expenditures forecast to reach \$50.3 billion by 2020

Figure 6: Expenditures by Black households on apparel and footwear and fan chart forecast of market, at current prices, 2010-20

Figure 7: Expenditures by Black households on apparel and footwear and forecast of market, at current prices, 2010-20

### Market Breakdown

Apparel accounts for lion's share; though Black consumers over index on footwear

Figure 8: Expenditures by Black households for apparel and footwear, by segment, at current prices, 2015

Black consumers spent nearly \$30 billion on apparel in 2015

Figure 9: Expenditures by Black households on apparel and fan chart forecast of market, at current prices, 2010-20

About \$11 billion was spent on footwear in 2015

Figure 10: Expenditures by Black households on footwear and fan chart forecast of market, at current prices, 2010-20

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## Market Perspective

Beauty is skin deep, but what's on the surface completes the look

Figure 11: Black consumers' attitudes toward their overall appearance, by gender, April 2015

## Market Factors

Black households more than twice as likely as Whites to be headed by women

Figure 12: Family households with own children, by race and Hispanic origin of householder, by type, 2014

Children younger than 18 account for one quarter of Black population

Figure 13: Black population, by age, 2010-20

Black households have more children than White households

Figure 14: Average household size and average number of adults and children in households, by race and Hispanic origin, 2014

Black men more likely than other men to be single, shopping for themselves

Figure 15: Marital status of men aged 18 or older, by race and Hispanic origin, 2015

## Trends Impacting the Market

Appearance is very important to Black teens and kids, who seek to stand out

Figure 16: Black teens' and kids' attitudes toward appearance and standing out from others – Index to total, April 2014-June 2015

Black consumers more passionate about fashion than other consumers, regardless of age

Figure 17: Black consumers' attitudes toward keeping up with fashions – Index to total, by age (adults, teens, kids), April 2014-June 2015

Black consumers more likely than others to enjoy shopping for clothes . . . no doubt footwear too

Figure 18: Black teens' and kids' enthusiasm for clothes shopping – Index to total, April 2014-June 2015

## Key Players – What You Need to Know

Curvy as well as big and tall in high demand, style is not an option – it's mandatory

Black consumers less likely to shop online, lack of sensory experience a barrier

Black consumers love shopping, new developments make shopping easier

## What's Working?

Junior styles, but not junior sizes

Figure 19: Healthy weight, overweight, and obesity among Black adults aged 20 and over, by gender, 2009-12

Plus size and big and tall get bigger with store expansions

Vintage designs spanning multiple decades promote creativity in fashion

## What's Struggling?

Online shopping . . . Black consumers enjoy the brick-and-mortar experience

Figure 20: Incidence of Black consumers shopping online – Index to shopping in-store, September 2015

Finding the right fit is hurting online clothing sales

Figure 21: Types of retailers Black consumers purchase clothing and footwear from online, September 2015

## What's Next?

More outlet stores are popping up near urban areas

From our door to yours . . . on-demand delivery will set retailers apart

Friends with benefits, how technology is used as a shopping tool

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## The Consumer – What You Need to Know

Black consumers love to shop, sensorial and experiential nature drives in-store over online

Black consumers shop some of the same stores for apparel and footwear, with some exceptions

Black consumers are image conscious, trendsetters, and prefer brand names

## Adults' Attitudes toward Style and Fashion

Black consumers lead fashion trends, driven by the desire to stand out and be different

Figure 22: Black consumers' influence on setting trends – Index to total, April 2014-June 2015

Quality is important; designer labels deliver the right message

Figure 23: Black consumers' attitudes toward high-end fashion/designer labels – Index to total, April 2014-June 2015

## Teens' Attitudes toward Style and Fashion

Black teens take pride in looking good, "on fleek"

Figure 24: Black teens' attitudes toward importance of appearance – Index to total teens, April 2014-June 2015

Black teens put a lot of care into their appearance, many still unsatisfied

Figure 25: Black teens' attitudes toward the role clothes play on self-image – Index to total teens, April 2014-June 2015

Black teens keep up with latest fashion trends

Figure 26: Black teens' role in setting trends – Index to total teens, April 2014-June 2015

## Kids' Attitudes toward Style and Fashion

Black kids keep up with latest fashions, more so than other kids

Figure 27: Black kids' attitudes toward fashion – Index to total kids, April 2014-June 2015

Fewer Black kids wear what they want, majority happy with their look

Figure 28: Black kids' confidence in their appearance – Index to total kids, April 2014-June 2015

## Attitudes toward Shopping for Apparel and Footwear

### Adults

Black consumers love to shop, window shopping sparks creativity and motivates

Figure 29: Black consumers' shopping involvement and enjoyment – Index to total, April 2014-June 2015

Shopping can be a social escape and provide quality time with friends/spouse

Figure 30: Black consumers' attitudes toward shopping companions – Index to total, April 2014-June 2015

Black consumers shop more frequently, visit more stores, and browse stores longer

Figure 31: Black consumers' shopping behaviors – Index to total, April 2014-June 2015

Black consumers shop around for deals, sales draw them into new stores

Figure 32: Impact of sales on Black consumers' shopping behaviors – Index to total, April 2014-June 2015

### Teens

Black teens say fewer is better . . . fewer clothes, fewer stores

Figure 33: Black teens' shopping behaviors and attitudes – Index to total teens, April 2014-June 2015

## Shopping Motivations and Triggers

### Adults

Black consumers' love for shopping triggers impulse purchases, more so than others

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Figure 34: Black consumers' shopping enjoyment and inspiration – Index to the total, April 2014-June 2015

Out with the old, in with the new, Black consumers buy to update or replace

Figure 35: Impact occasions and updates have on shopping triggers, by clothing and footwear, September 2015

Black consumers buy on impulse because they feel they deserve it, to reward themselves

Figure 36: Impulse purchase motivations, by clothing and footwear, September 2015

Sales more likely to trigger clothing purchases than footwear

Figure 37: The role advertising and promotions has on recent purchases, by clothing and footwear, September 2015

Black women more likely than other women to buy on impulse

Figure 38: Black women's purchase triggers – Index to total females, September 2015, January 2015

Teens and kids

Magazines and TV provide teens inspiration on latest styles

Figure 39: Black teens' fashion and style inspiration – Index to total teens, April 2014-June 2015

Figure 40: Impact of magazines on providing fashion inspiration among kids aged 6-11, by race/Hispanic origin, April 2014-June 2015

## Brick-and-Mortar Stores Black Consumers Shop

Department stores are the leading retailer for clothing and footwear

Figure 41: Types of brick-and-mortar stores Black consumers shop, by clothing and footwear, September 2015

Men find fashions at athletic stores, more likely than women to shop fitness stores

Figure 42: Top brick-and-mortar stores Black consumers shop for apparel and footwear, by gender, September 2015

Gen Xers significantly less likely to shop mass merchandisers for clothing and footwear

Figure 43: Types of brick-and-mortar stores Black consumers shop at for apparel and footwear, by generation, September 2015

## Online Stores Black Consumers Shop

Amazon competes with department stores, particularly for footwear

Figure 44: Types of online stores Black consumers shop, by clothing and footwear, September 2015

Men significantly more likely than women to shop at Amazon

Figure 45: Top online stores Black consumers shop for apparel and footwear, by gender, September 2015

iGens/Millennials twice as likely to shop online specialty stores

Figure 46: Type of online stores Black consumers shop at for apparel and footwear, by generation, September 2015

## Shopping Frustrations

Finding the right fit can be a barrier to shopping new stores

Figure 47: Black consumers' frustration with size/fit when shopping, September 2015

Availability of sizes at stores a major challenge for some

Figure 48: Black consumers' frustration with product availability and selection when shopping, September 2015

Only one quarter believe clothing and footwear is overpriced

Figure 49: Black consumers' frustration with costs when shopping, September 2015

Overall, Black consumers have positive experiences with salespeople

Figure 50: Black consumers' frustration with service when shopping, September 2015

## What's in Black Consumers' Shopping Bags: Apparel

Jeans are leading bottoms that Black consumers buy

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Figure 51: Type of apparel Black consumers purchased in the last 12 months, September 2015

Women significantly more likely than men to buy tops

Figure 52: Clothing purchases in the last 12 months – Bottoms and tops, by gender, September 2015

iGens/Millennials more likely than older consumers to buy tops

Figure 53: Clothing purchases in the last 12 months – Bottoms and tops, by generation, September 2015

## What's in Black Consumers' Shopping Bags: Footwear

Black consumers more likely to buy shoes than boots, casual shoes lead

Figure 54: Types of footwear Black consumers purchased in the last 12 months, September 2015

Many Black women may have a mild shoe obsession

Figure 55: Footwear purchases in the last 12 months – Shoes and boots, by gender, September 2015

Millennials twice as likely as Boomers/Swing Generation to buy boots

Figure 56: Footwear purchases in the last 12 months – Shoes and boots, by generation, September 2015

## What Black Consumers Look for in Footwear

Style is important but doesn't trump comfort

Figure 57: Things Black consumers look for when shopping for footwear, September 2015

Comfort aside, women seek style, men seek durability

Figure 58: What Black consumers look for in shoes, by gender, September 2015

Older consumers seek comfort, while younger Black consumers seek fashion

Figure 59: What Black consumers look for in shoes, by generation, September 2015

## Appendix: Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

## Appendix: The Market

Figure 60: Expenditures and forecast of Black households for apparel and footwear, at inflation-adjusted prices, 2010-20

Figure 61: Expenditures and forecast of Black households for apparel and footwear, by segment, at current prices, 2010-20

Figure 62: Expenditures by Black households for apparel and footwear, by segment, at current prices, 2013-15

Figure 63: Expenditures and forecast of Black households for apparel, at current prices, 2010-20

Figure 64: Expenditures and forecast of Black households for apparel, at inflation-adjusted prices, 2010-20

Figure 65: Expenditures and forecast of Black households for footwear, at current prices, 2010-20

Figure 66: Expenditures and forecast of Black households for footwear, at inflation-adjusted prices, 2010-20

## Appendix: The Consumer

Adults

Figure 67: Adults' attitudes toward style and apparel, by race/Hispanic origin, April 2014-June 2015

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Figure 68: Adults' attitudes toward shopping, by race/Hispanic origin, April 2014-June 2015

Figure 69: Adults' general shopping behaviors, by race/Hispanic origin, April 2014-June 2015

## Teens

Figure 70: Teens' attitudes toward style, fashion and shopping, by race/Hispanic origin, April 2014-June 2015

## Kids

Figure 71: Kids' attitudes toward style, shopping and apparel, by race/Hispanic origin, April 2014-June 2015

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