

Black Consumers - Feeding Their Kids - US - October 2016

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"Black parents, especially moms, are the primary decision makers and influencers when it comes to feeding their kids. Food is love and while she is in control when raising her kids, she is soft at heart and likes to give in to what her children want to eat...within reason."

Toya Mitchell, Multicultural Research Analyst

This report looks at the following areas:

- Black parents are relying mostly on themselves to feed the kids
- School plays an important role in feeding the kids a nutritious lunch
- Environmental and behavioral factors impact parents' ability to marry convenience with expectations
- Younger Black parents are more food-involved
- Black parents struggle between giving in to kids' wants vs providing for needs
- Black parents experience conflict between perception vs reality

What you need to know

Although kids are the most influential in driving meal choices, parents – particularly moms, are the primary decision maker in what the entire family will eat. While kids influence what the family eats, the environment, behavior and lifestyle factors impact access and scheduling of family meal times – which may leave Black moms feeling anxious in choosing between convenience and nutrition. Marketers and her trusted authority figures can help Black moms serve easy, nutritious meals by advertising a broader mix of food options to her children, updating her recipe library with healthier food, and providing greater balance between her kids' favorites and what she wants them to eat.

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Table of Contents

Overview

What you need to know
Definition

Executive Summary

The issues

Black parents are relying mostly on themselves to feed the kids
Figure 1: Who is involved in feeding the kids, July 2016

School plays an important role in feeding the kids a nutritious lunch
Figure 2: Participation in the school lunch program, by ethnicity, 2010-11 school year

Environmental and behavioral factors impact parents' ability to marry convenience with expectations
Figure 3: Characteristics of urban tracts by food desert status, by race, 1990, 2000, and 2005-09

Younger Black parents are more food-involved
Figure 4: Black consumers' attitudes toward feeding their kids, July 2016

Black parents struggle between giving in to kids' wants vs providing for needs
Figure 5: Black parents' perceptions of specific foods, nutritious vs kids love, July 2016

Black parents experience conflict between perception vs reality

Do as I say, not as I do
Figure 6: Attitudes and opinions about food, Black moms vs all moms, index to all moms, February 2015 - March 2016

The opportunities

Showcase updated healthy versions of her favorite recipes
Figure 7: Healthy Soul Food Cooking, 2007

Leverage trusted sources to push nutritional balance vs perfection

Expand audience reach potential by exposing Black children to healthier food choices

What it means

The Market – What You Need to Know

Majority of Black families' food budget spent at home

Environmental and behavioral factors impact what and when children eat

Black children face adverse health issues stemming from food consumption

Black Families with Children – By the Numbers

Declining birth rate has negligible impact on Black households
Figure 8: Black children under 18 years old and share of total US children, 2008-15
Figure 9: Living arrangements of children under 18 years old, by race/Hispanic origin, 2015

Median household income for Black families with children about 60% of the average
Figure 10: Presence of children under 18 years old, median household income in households with children, by race/Hispanic origin of householder, 2015

Market Perspective

Food deserts are prevalent in predominately Black neighborhoods

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Figure 11: US map of households that live in a food desert, 2009

Figure 12: Characteristics of urban tracts by food desert status, by race, 1990, 2000, and 2005-09

Blacks are more susceptible to food allergies and intolerances

Figure 13: Food allergies reported in the past 12 months for children under age 18 years, by race/ethnicity, 2014

Black children have a greater susceptibility to obesity

Figure 14: Obesity among children and adolescents aged 2-19 years, by age and race/Hispanic origin, 2011-14

Black families are less likely to eat together

Figure 15: Parent had breakfast/dinner with child every day during typical week last month, 2011

Market Factors

42% of Black children are recipients of free or reduced school lunches

Figure 16: Trends in prevalence rates of food insecurity, by total and by race/Hispanic origin, 1995-2015

Figure 17: Participation in the National School Lunch Program, by race/Hispanic origin, 2010-11 school year

Figure 18: Participation in the National School Lunch Program, 2008-15

Black households spend a greater percentage of income on food at home

Figure 19: Annual expenditures shares – Food, by food at home and away from home, 2015

Figure 20: Annual expenditure shares – Food at home, by food categories, 2015

Figure 21: Annual expenditures shares – Food, by food at home and away from home, 2014-15

Key Strategies – What You Need to Know

Black children drive meal choice, but moms ultimately decide

Black parents will heed advice from authority figures

Grocery shopping is as much of the feeding process as meal prep

What's Working?

Black parents feel knowledgeable about food nutrition

Government and private company programs combating environmental factors see change

What's Struggling?

Limited family time leads to kids taking control of meals

School lunch programs mainly help one of three food security groups

What's Next?

Start-up companies creating meal services for schools

The Consumer – What You Need to Know

Black parents struggle between serving convenient vs healthy food

Black parents are comfortable with what their kids eat at school

Everyone in the household eats the same meal, no special orders

Food-Involved parents lean on education vs emotion in feeding kids

Feeding Kids Attitudinal Segments

Figure 22: Black consumers and feeding their kids segments, July 2016

Food-Involved Parents demonstrate strongest concern

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Figure 23: Profile of Food-Involved Black parents, July 2016

Authoritative Parents use common sense and involve the kids

Figure 24: Profile of Authoritative Black parents, July 2016

Consultative Parents give greater consideration to kids' desires

Figure 25: Profile of Consultative Black parents, July 2016

Compliant Parents concede control to their kids

Figure 26: Profile of Compliant Black parents, July 2016

Decision Making in Feeding the Children

Black parents take the lead in feeding their children

Figure 27: Who is involved in feeding the kids, July 2016

Mom is her most-valued parenting source, except when feeding the kids

Figure 28: Who is involved in feeding the kids – Among Black moms, July 2016

Married couples rely on each other, single moms rely on themselves

Figure 29: Who is involved in feeding the kids, by marital status, July 2016

Parents allow older children greater eating flexibility

Figure 30: Who is involved in feeding the kids, by age of children, July 2016

Who Influences Feeding the Kids

Parents are in control, but their children drive meal choices

Figure 31: Influencers for what Black parents feed their kids, July 2016

Dads look to outside sources for meal inspiration

Figure 32: Influencers for what Black parents feed their kids, by gender, July 2016

Upper income households give heed to authority figures

Figure 33: Influencers for what Black parents feed their kids, by household income, July 2016

As children age, their influence on what they eat increases

Figure 34: Influencers for what Black parents feed their kids, by age of children, July 2016

Feeding the Kids Dynamic

Kids will ask for their favorites, and sometimes dictate what the entire family eats

Figure 35: Dynamic around Black parents feeding their kids, July 2016

Income across strata impacts kids' food choices and options

Figure 36: Dynamic around Black parents feeding their kids, by household income, July 2016

What kids eat at school is impacted by age and income

Figure 37: Children take their lunch to school, by work status, education, household income, age of children, 2016

Perceptions of Types of Foods

Processed food rules...but only among kids

Figure 38: Black parents' perceptions of specific foods, July 2016

Black moms prefer to cook from scratch due to tradition

Frozen food is a taboo in Black households

Figure 39: Frozen snack purchase – Any eaten in household, by all vs Black consumers, January 2016

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Kids love processed, but not nutritious food

Figure 40: Black parents' perceptions of specific foods, nutritious vs kids love, July 2016

Parents are reasonably comfortable feeding kids their favorites

Figure 41: Black parents' perceptions of specific foods, feels comfortable serving vs kids love, July 2016

Parents are willing to forgo their food concerns for convenience

Figure 42: Perceptions of types of foods, detail by feel comfortable serving and nutritious, July 2016

Black moms want their kids to be better than she is

Figure 43: Attitudes and opinions about food, Black moms vs all moms, index to all moms, February 2015 - March 2016

Main Concerns for Feeding Their Kids

Consumption of unhealthy ingredients most concerning

Figure 44: Main concerns of Black parents for feeding kids, July 2016

Potential adverse reactions less concerning, even with higher incidence of ailments

Authoritative parents show the greatest concern for their children's food

Figure 45: Main concerns for feeding kids - Nets, by feeding kids attitudinal segments, July 2016

Attitudes toward Feeding Kids

Black parents struggle between instilling good eating habits and giving in to kids' wants

Figure 46: Attitudes toward feeding kids - Any agree, July 2016

Gender differences demonstrated in pleasing vs giving in to kids' wants

Figure 47: Attitudes toward feeding kids - Indifferent parents, by gender, July 2016

Single parents are not as knowledgeable about food, but they are concerned how their parenting skills are judged

Figure 48: Attitudes toward feeding kids - Vocal/picky kids, Ambivalent parents, by marital status, July 2016

More education impacts involvement and level of permission

Figure 49: Attitudes toward feeding kids - Informed, health-concerned parents, by education, July 2016

Parents of younger children have limited involvement and cave into their kids' narrow palates

Figure 50: Attitudes toward feeding kids - Informed, health-concerned parents and vocal, picky kids, by age of children, July 2016

Appendix - Data Sources and Abbreviations

Data sources

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

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