

# The Black Premium Brand and Luxury Consumer - US - November 2016

Report Price: £3277.28 | \$3995.00 | €3641.38

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



Black consumers over index vs the general market on buying luxury brands, but it's not necessarily an exercise simply in conspicuous consumption. Several factors drive luxury brand purchase including the need to have agency of their identity, the desire for elevated status among their peers, and a connection to quality product craftsmanship.

This report looks at the following areas:

- Lower incomes not a barrier to premium item purchases
- Nearly three in 10 Black consumers are heavy luxury buyers
- Black consumers prefer the full in-store luxury buying experience vs online shopping
- Middle and upper income Black households drive luxury purchases
- Self-perception and social validation are the main drivers for buying premium brands

Black consumers embrace their status as trendsetters who like to stand out from the crowd. Fashion is a platform that allows this group to showcase their individuality, and luxury brands specifically provide a sense of exclusivity and most importantly prestige. Luxury means and delivers something different for Black consumers across income, age and gender, but its ownership conveys heightened social status, and for others, personal validation of their value.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

## DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# The Black Premium Brand and Luxury Consumer - US - November 2016

Report Price: £3277.28 | \$3995.00 | €3641.38

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know  
Definition

### Executive Summary

The issues

Lower incomes not a barrier to premium item purchases  
Figure 1: Past 18 month luxury brand purchases, by total US and Black, June and August 2016

Nearly three in 10 Black consumers are heavy luxury buyers  
Figure 2: How many types of luxury purchases Blacks made in the last 18 months, August 2016

Black consumers prefer the full in-store luxury buying experience vs online shopping  
Figure 3: Where Blacks purchase luxury products, August 2016

Middle and upper income Black households drive luxury purchases  
Figure 4: How many types of luxury purchases Blacks made in the last 18 months, by household income, August 2016

Self-perception and social validation are the main drivers for buying premium brands

The opportunities

Expand brand and retail communications to include Black consumers  
Figure 5: Von Maur/Lancôme e-mail featuring Lupita Nyong'o, February 2015

Extend exclusive designer event invitations to untapped Black buyers  
Figure 6: Carson's invitation to private shopping and runway show, October 2016

What it means

### The Market – What You Need To Know

Population shifts to mirror total US

Black households are economically rebounding from the recession...somewhat

Black inclusion in the fashion industry remains elusive

### Black Population by the Numbers

Modest Black population growth compared to other groups  
Figure 7: Population by race and Hispanic origin, 2011-21

Age of Black population shifts older  
Figure 8: Share of Black population by age, 2011-21

### Market Perspective

Black consumers often credited for driving fashion trends

Some brands embrace Black cultural icons, while others shun the association

Blacks' sometimes strained relationship with designers and retailers

### Market Factors

Black labor force participation nearing parity with total US

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
 APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# The Black Premium Brand and Luxury Consumer - US - November 2016

Report Price: £3277.28 | \$3995.00 | €3641.38

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 9: Labor force participation, by Black and total US, January 2007-September 2016

Black unemployment recovering slowly post recession

Figure 10: Unemployment, by Black and total US, January 2007-September 2016

Median household income 35% below total

Figure 11: Median household income, by race and Hispanic origin of householder, 2008-15

...but middle-class households see modest growth post recession

Figure 12: Black median household income distribution, 2015

Figure 13: Share of Black household with median household income \$75K+, 2005-15

## Key Strategies – What You Need to Know

Popularity of luxury brands and goods depend on Black consumer lifestage

Black consumers expect the full luxury experience while shopping in store

Black-owned brands and designers receive recognition among the masses

## What's Working?

Black luxury buyers are not hindered by price

Luxury brands that embrace Black buyers move to the top of their favorites list

Brick and mortar locations rule with Black luxury buyers

## What's Struggling?

Black Millennials are abandoning categories that drive luxury purchases

## What's Next?

Black niche, bespoke designers gaining awareness

Fashion collaborations between underground artists and established brands

## The Consumer – What You Need to Know

Black women are discount luxury consumers, Black men prefer the luxury experience

Black Millennials are willing to pay any price to own coveted luxury goods

Brands offering goods in Black consumers' top categories are the most desired

Self-perceptions overrule product descriptions in describing luxury items

## Number of Types of Luxury Brand Purchases

Most luxury brand Black consumers buy within one to two categories

Figure 14: How many types of luxury purchases Blacks made in the last 18 months, August 2016

Black women are heavy luxury purchasers across multiple categories

Figure 15: How many types of luxury purchases Blacks made in the last 18 months, by gender, August 2016

Black Baby Boomers are the lightest luxury buyers across all generational groups

Figure 16: How many types of luxury purchases Blacks made in the last 18 months, by generation, August 2016

Affluent households drive luxury purchases, but low- to middle-income families not far behind

Figure 17: How many types of luxury purchases Blacks made in the last 18 months, by household income, August 2016

More singles buy luxury items, but married couples close the gap with heavy purchases

Figure 18: How many types of luxury purchases Blacks made in the last 18 months, by marital status, August 2016

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# The Black Premium Brand and Luxury Consumer - US - November 2016

Report Price: £3277.28 | \$3995.00 | €3641.38

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## How Blacks Define Luxury

Black consumers give greater weight to self-perception vs product attributes

Figure 19: How Blacks define luxury, August 2016

Black men and women share the similar definitions of luxury with few stark differences

Figure 20: How Blacks define luxury, by gender, August 2016

As incomes rise, superficial definitions wane in importance

Figure 21: How Blacks define luxury, by household income, August 2016

External validation from luxury is mixed across generations

Figure 22: How Blacks define luxury, by gender and generation, August 2016

College degreed Blacks less likely to assign self-worth to luxury items

Figure 23: How Blacks define luxury, by educational attainment, August 2016

## Blacks' Luxury Purchases

Less than half of Black consumers purchase luxury items

... but they over index vs the total population

Figure 24: Past 18 month luxury brand purchases, by total US and Black, June and August 2016

Luxury purchases among Black consumers skew male

Figure 25: Blacks' past 18 month luxury brand purchases, by gender, August 2016

Black consumers with kids more likely to buy luxury products

Figure 26: Blacks' past 18 month luxury purchases, by marital status and parental status, August 2016

## Blacks' Luxury Purchasing Habits

Black consumers will indulge in luxury purchases if discounted

Figure 27: Blacks' luxury purchasing habits, August 2016

Black women seek discounts, Black men want the experience

Figure 28: Blacks' luxury purchasing habits, by gender, August 2016

Millennials are not as price conscious in their luxury purchase behavior

Figure 29: Blacks' luxury purchasing habits, by generation, August 2016

Middle-income households willingness to buy luxury goods hinges on discounts

Figure 30: Blacks' luxury purchasing habits, by household income, August 2016

Heavy luxury buyers have lower purchase criteria

Figure 31: Blacks' luxury purchasing habits, by number of types purchased, August 2016

## Types of Luxury Products Blacks Purchase

Black consumers prefer personal wear vs other luxury categories

Figure 32: Types of luxury products Blacks purchased, August 2016

Black men buy more luxury personal wear than do women

Figure 33: Types of luxury products Blacks purchased, by gender, August 2016

Younger Blacks gravitate toward luxury items that express personal style

Figure 34: Types of luxury products Blacks purchased, by generation, August 2016

## Where Blacks Purchase Luxury Products

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# The Black Premium Brand and Luxury Consumer - US - November 2016

Report Price: £3277.28 | \$3995.00 | €3641.38

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Physical stores offer Black consumers the luxury experience

Figure 35: Where Blacks purchase luxury products, August 2016

Figure 36: Attitudes and opinions about shopping, by Black adults vs all adults, index to all, April 2015-June 2016

Figure 37: Where luxury items are purchased, by total US and Black, June and August, 2016

## Black women seek luxury bargains, while Black men shop directly with preferred designers

Figure 38: Where Blacks purchase luxury products, by gender, August 2016

## iGens and Millennials drive online luxury purchases

Figure 39: Where Blacks purchase luxury products, by generation, August 2016

## City dwellers prefer to shop in store, but also dominate online shopping

Figure 40: Where Blacks purchase luxury products, by area, August 2016

## Heavy luxury brand shoppers browse everywhere, light shoppers look for specific items where they are easy to find

Figure 41: Where Blacks purchase luxury products, by number of types purchased, August 2016

## Luxury Brands Blacks Desire Most

### Trendy brand names top Black purchasers luxury list

Figure 42: Luxury brands Black luxury good purchasers desire most, August 2016

### Brands with items in category favorites for men and women impact their opinion

Figure 43: Luxury brands Black luxury good purchasers desire most, by gender, August 2016

### Upper-income households drive purchases across the top brands

Figure 44: Luxury brands Black luxury good purchasers desire most, by household income, August 2016

## Blacks' Perceptions of Luxury Brands

### Blacks' perception of luxury brands span three dimensions: social validation, economics of luxury, and cultural considerations

#### Luxury brands contribute primarily to Black consumers' social validation

Figure 45: Blacks' perceptions of luxury brands – social validation, by all and luxury purchasers, August 2016

#### Price not a deterrent for Black luxury brand purchasers to showcase their heightened image

Figure 46: Blacks' perceptions of luxury brands – Economics, by all and luxury purchasers, August 2016

#### Black women expect representation among luxury brands

Figure 47: Black luxury brand buyers' perceptions of luxury brands, by gender, August 2016

## Appendix – Data Sources and Abbreviations

### Data sources

Consumer survey data

Abbreviations and terms

Abbreviations

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)