

Snacking Preferences of Black Consumers - US - February 2017

Report Price: £3174.67 | \$3995.00 | €3701.03

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



Blacks love to eat snacks. Snacks can fill an emotional void or be a means to incorporate better eating habits into their diets. Black women with kids are the primary decision maker when it comes to buying snacks, since she is doing so as part of her regular grocery shopping trip to mass merchandisers, such as Walmart or the supermarket, but she wants to please her family and will ensure that everyone gets the snacks they want.

This report looks at the following areas:

- Four Mintel-identified Black snacking target groups
- Black snacking household consumption
- Blacks' snacks purchase influencers and attitudes
- Where Blacks shop for snacks

**BUY THIS
REPORT NOW**

VISIT:
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

DID YOU KNOW?

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

Snacking Preferences of Black Consumers - US - February 2017

Report Price: £3174.67 | \$3995.00 | €3701.03

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

Figure 1: Black consumer snacking segments, November 2016

The issues

Black heavy snack buyers fall within two distinct behavioral segments

Figure 2: Count of snacks Blacks purchased in the last six months, November 2016

Blacks' belief in positive snacks attributes and benefits don't translate to behavior

Figure 3: Blacks' attitudes toward snacks and snack preferences, November 2016

Many Blacks claim to not notice snack advertising

Figure 4: Blacks' perception of snacks' advertising – appealing advertising or don't pay attention, November 2016

Blacks snack at home and often to fill an emotional need

Figure 5: Blacks' snacking behavior and attitudes toward snacks – any agree, November 2016

The opportunities

Develop marketing strategies inclusive of Black snackers

Figure 6: Blacks' snacking behavior and purchase influencers, by all and heavy snack buyers, November 2016

Highlight healthy ingredients and nutrients that are also tasty

What it means

The Market – What You Need to Know

Single adults without kids more prominent in Black vs total households

Percentage of middle-income Blacks on par with the general market

Snacking guidelines in public schools to impact Black children's options

The Black Population by the Numbers

Black population expected to remain steady at about 13% of total US

Figure 7: Total US and Black population estimates, 2012-22

Being single and without kids more common among Blacks

Figure 8: US households, by detailed type, 2016

Market Perspective

Share of Black middle-class households on par with total US

Figure 9: Household income distribution total US and Black, 2015

Americans eat more added sugar and saturated fat than recommended levels

Figure 10: Average intakes of added sugars and saturated fat as a percent of calories per day by age-sex group, in comparison to the dietary guidelines maximum limit of less than 10 percent of calories, 2015

Blacks have the highest obesity rate compared to others

Figure 11: Obesity rates by race and Hispanic origin, 2011-14

Market Factors

BUY THIS
REPORT NOW

VISIT: 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

Snacking Preferences of Black Consumers - US - February 2017

Report Price: £3174.67 | \$3995.00 | €3701.03

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

FDA food label changes poised to impact snack consumption

Figure 12: FDA changes to nutrition facts label, May 2016

Black children are the most exposed to snack advertising

Figure 13: Parents' perceptions about the foods and beverages marketed most often, by race/Hispanic origin, 2009-11

Snack guidelines implemented nationwide within public schools

Key Strategies – What You Need to Know

Emotional triggers often prompt snacking

Most Blacks eat snacks for the desired taste

Snacks are a part of Blacks' regular eating habits

What's Working?

Health-related snacking recommendations and advertising has impact

Grocery shopping trips to mass merchandisers increase the purchase size

What's Struggling?

Brand messaging to Black snack consumers

Snack options that are both tasty and healthy

What's Next?

Increased snack options at specialty and natural stores in Black neighborhoods

The Consumer – What You Need to Know

Taste supersedes health when choosing snacks

Black moms are the primary snacks shopper for the household

Almost half of Black snack buyers are heavy buyers across all types

Most Blacks include snacks in their planned trips to the grocery store

Ingredients, nutritional benefits are top concerns of Blacks who focus on healthy snacks

Black Consumer Snacking Segments

Four unique segments were identified

Figure 14: Black consumer snacking segments, November 2016

Conscientious Snackers make informed nutritional choices

Characteristics

Who are they?

Figure 15: Profile of Conscientious Snackers, November, 2016

Indifferent Snackers eat the snacks they want without guilt

Characteristics

Who are they?

Figure 16: Profile of Indifferent Snackers, November 2016

Diet-conscious Snackers most concerned with overall nutrition

Characteristics

Who are they?

**BUY THIS
REPORT NOW**

VISIT: 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

Snacking Preferences of Black Consumers - US - February 2017

Report Price: £3174.67 | \$3995.00 | €3701.03

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

Figure 17: Profile of Diet-conscious Snackers, November 2016

Satisfied Snackers eat to fulfill their emotional needs

Characteristics

Who are they?

Figure 18: Profile of Satisfied Snackers, November, 2016

Cluster methodology

Blacks' Snack Purchases

Most Blacks are heavy snack buyers

Figure 19: Count of snacks Blacks purchased in the last six months, November 2016

Salty and sweet snacks top Blacks' favorites

Figure 20: Blacks' snack purchases for all, myself, and someone else, November 2016

Differences in healthy vs indulgent snack purchases pronounced between genders

Figure 21: Blacks' snack purchases – select items, for all, myself, and someone else, by gender, November 2016

Black Gen Xers buy the greatest variety of snacks for the household

Figure 22: Blacks' snack purchases for someone else, by generation, November 2016

Diet-conscious Snackers most likely to buy healthier snacks

Figure 23: Blacks' snack purchases [any purchase] – select items, by Diet-conscious Snackers vs all, November 2016

Where Blacks Purchase Snacks

Snacks are purchased during the typical grocery shopping trip

Figure 24: Where snacks are purchased, Black indexed to all*, January-November 2016

Black women prefer mass retailers, Black men prefer convenience

Figure 25: Where Blacks purchase snacks, by gender, November 2016

Upper-income Blacks demonstrate flexibility where they shop for snacks

Figure 26: Where Blacks purchase snacks, by household income, November 2016

Black iGens and Millennials buy snacks at convenient and upscale grocery outlets

Figure 27: Where Blacks purchase snacks, by generation, November 2016

Black city dwellers shop at more locations than suburbanites

Figure 28: Where Blacks purchase snacks, by area, November 2016

Blacks' Snacking Behavior

Snacking among Blacks primarily takes place at home

Figure 29: Blacks' snacking behavior, November 2016

Black male iGens/Millennials graze on snacks away from home and as a meal replacement

Figure 30: Black men's snacking behavior – select items, by generation, November 2016

Black female Gen Xers eat snacks at home and when stressed

Figure 31: Black women's snacking behavior – select items, by generation, November 2016

Middle-income Blacks eating, buying more snacks this year vs last year

Figure 32: Blacks' snacking behavior – select items, by household income, November 2016

Some Black parents share snacks with their middle-school-aged children

**BUY THIS
REPORT NOW**

VISIT: 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

Snacking Preferences of Black Consumers - US - February 2017

Report Price: £3174.67 | \$3995.00 | €3701.03

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

Figure 33: Black parents who eat the same snacks as children, by gender of parents and age of children in household, November 2016

Blacks' Snacking Preferences

One third of Blacks prefer both savory and sweet snacks

Figure 34: Blacks' snacking preferences – salty vs sweet, November 2016

Eating healthy snacks is not a priority for most Blacks

Figure 35: Blacks' perception of the snacks they eat – healthy or unhealthy, November 2016

Flavor trumps health when it comes to snacks

Figure 36: Important factors when Blacks choose snacks – health vs flavor, November 2016

One third of Blacks say they don't pay attention to snack advertising

Figure 37: Blacks' perception of snacks' advertising – appealing advertising or don't pay attention, November 2016

Almost one third of Blacks plan their snack purchases in advance

Figure 38: Blacks' purchases of snacks – impulse or planned, November 2016

Snack size purchase depends on buyer and household type

Figure 39: Blacks' purchase preferences of snacks – small or large snack sizes, November 2016

Blacks' Snacking Purchase Influences

Blacks are mostly influenced by their personal preferences

Figure 40: Blacks' snacking purchase influences, November 2016

Conscientious Snackers focus on ingredients, Diet-conscious Snackers concerned with adverse reactions

Figure 41: Blacks' snacking purchase influences, by target groups index to all, November 2016

Black iGens and Millennials are influenced by conflicting desires

Figure 42: Blacks' snacking purchase influences, by generation, November 2016

Heavy snack buyers have multiple influences driving their purchasing

Figure 43: Blacks' snacking purchase influences, by number of snack types purchased groups index to all, November 2016

Blacks' Attitudes toward Snacks

Blacks' attitudes toward snacks may not reflect their behavior

Figure 44: Blacks' attitudes toward snacks – any agree, index to all*, November 2016

Heavy snack buyers believe that snacking delivers nutritional and emotional fulfillment

Figure 45: Blacks' attitudes toward snacks – any agree, by number of snack types purchased groups, November 2016

Black iGens and Millennials adopt nutritional recommendations and fulfill emotional needs

Figure 46: Blacks' attitudes toward snacks – motivations – any agree, by generation, November 2016

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

Appendix – Consumer

Figure 47: Personal* and household consumption of snacks, by Black vs all, index to all, July 2015-August 2016

BUY THIS
REPORT NOW

VISIT: 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

Snacking Preferences of Black Consumers - US - February 2017

Report Price: £3174.67 | \$3995.00 | €3701.03

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

Figure 48: Cereal/granola bar brand summary, by Black vs all, index to all, July 2015-August 2016

Figure 49: Potato chip brand summary, by Black vs all, index to all, July 2015-August 2016

Figure 50: Chocolate and candy brand summary, by Black vs all, index to all, July 2015-August 2016

Figure 51: Snack crackers, saltines, graham crackers brand summary, by Black vs all, index to all, July 2015-August 2016

Figure 52: Corn, tortilla, cheese chips/cheese snacks brand summary, by Black vs all, index to all, July 2015-August 2016

Figure 53: Ready-to-eat cookies brand summary, by Black vs all, index to all, July 2015-August 2016

Figure 54: Frozen novelty treats brand summary, by Black vs all, index to all, July 2015-August 2016

Figure 55: Ready-to-eat snack cakes brand summary, by Black vs all, index to all, July 2015-August 2016

**BUY THIS
REPORT NOW**

VISIT: 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