

## Black Food and Drink Shopper - US - December 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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



"Black consumers are estimated to spend \$72 billion on food and drink in 2018, a 4.5% increase vs 2017. Falling market prices along with better economic conditions may lead this consumer to buy more of their favorite brand names in categories such as meats and center-of-store items to please everyone in the household."  
- **Toya Mitchell, Multicultural Analyst**

This report looks at the following areas:

- Shopping location and product mix drive shopper segments
- Walmart and traditional supermarkets are the leading primary shopping locations
- Saving time in store is more valuable than shopping at home
- Online ordering is of interest to shoppers that already visit the most stores
- Better for you food and drink items are a draw for most Black shoppers
- Buying favorite products on deal is the best aspect of food and drink shopping

While Walmart is a primary shopping location, traditional supermarkets are still an important destination for many shoppers. Shopping for food and drink is not drudgery for most Black shoppers, but a regular, and somewhat enjoyable routine that is made better when they can find deals on their favorite products in familiar aisles. This shopper finds the greatest value in easily locating their must-have brand names at the best price in stores. Retailers that focus on ensuring this shopper is aware of the product mix and price first, followed by convenience, will win this shopper's business.

**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

# Black Food and Drink Shopper - US - December 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Overview

The insights

Shopping location and product mix drive shopper segments

Figure 1: Black food and drink shopper segments, July 2018

Walmart and traditional supermarkets are the leading primary shopping locations

Figure 2: Food and drink primary and also shopped shopping locations, July 2018

Saving time in store is more valuable than shopping at home

Figure 3: Attitudes toward food and drink shopping – convenience, July 2018

Online ordering is of interest to shoppers that already visit the most stores

Figure 4: Food and drink shopping trends of interest, by food and drink segments, July 2018

Better for you food and drink items are a draw for most Black shoppers

Figure 5: Food and drink shopping trends of interest – Product based trends, July 2018

Buying favorite products on deal is the best aspect of food and drink shopping

Figure 6: Attitudes toward food and drink shopping – Deals and shopping multiple stores, July 2018

What it means

### The Market – What You Need to Know

Black households will spend \$72 billion on food and drink in 2018

More singles and kids in Black households impact where and how shoppers buy groceries

Black household incomes on the rise, but still lag behind the average

Average weekly grocery spend in Black households on par with total households

Everyone is spending more money on food at and away from home

### The Black Population by the Numbers

Black population growth forecast outpaces the total market

Figure 7: US population by race, 2013-23

Black household growth shows modest increases

Figure 8: US household population estimates, by race and Hispanic origin, 2007-17

Half of Black households are headed by a single person

Figure 9: Household composition, by race and Hispanic origin, 2017

More single adults drive down number of people in Black households

Figure 10: Average number of people in US households, by race and Hispanic origin, 2017

Black unemployment falls to historic lows; high underemployment remains

Figure 11: Unemployment and underemployment rates, by total and Black workers aged 16+, 2000-17

**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)

# Black Food and Drink Shopper - US - December 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Black household income inches upward, but lags behind other groups

Figure 12: Median household income, by race and Hispanic origin, in inflation adjusted dollars, 2002-17

## Market Size

Higher incomes, low prices spur at-home food and drink spending increases

Figure 13: Black household expenditures for food and drink at home, at current prices, 2013-18

Black household expenditure share to total remains flat

Figure 14: Black vs total household expenditures for food and drink, at current prices, 2013-18

## Market Perspective

Average grocery spend reflects household size and composition

Figure 15: Average weekly grocery spending, by total and Black households, April 2017-June 2018

Walmart is the leading store among all grocery shoppers

Figure 16: Leading supermarkets shopped in the last four weeks, by total and Black shoppers, April 2017-June 2018

## Market Factors

Black consumer spending on food rises as prices fall

Figure 17: Average annual expenditures on food at home and away from home, total and Black households 2007-17

Figure 18: Percent change on consumer prices indexes, 2007-17

Black consumers spend the greatest share of food budget on meats

Figure 19: Percent share of annual spending on food at home, total and Black households, 2017

## Key Trends – What You Need to Know

Store upgrades and product mix spur shopping visits across store types

Distrust in online ordering services may stem use among Black shoppers

Retailers look to in-store technology and image adjustments to expand shopping base

## What's Working?

Upgraded options from discount retailers spur shopping visits

Figure 20: Black shopper visits at leading grocery and food stores, 2014-18

## What's Struggling?

Meal kits move in store to stave off sagging sales

Online grocery shopping slowly catching on among Black shoppers

## What's Next?

Aldi revamps all US stores to compete against Walmart

Traditional grocers introduce cashier-less shopping

Dollar Tree store expansion in jeopardy

## The Consumer – What You Need to Know

Black shopper segments show differences in food and drink needs

Moms assume food and drink shopping for the entire house

Walmart tops supermarkets as the #1 food and drink shopping location

Natural, healthy food and drink trends hold Black shoppers' interest

**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)

# Black Food and Drink Shopper - US - December 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

- Black shoppers are happy with their preferred store locations
- Few Black shoppers shop online, but most will try with the right incentives
- Product mix at stores close to home influences where Black shoppers buy
- Convenience is a nice to have, but not a necessary factor when shopping for groceries

## Food and Drink Shopping Responsibility

- More single-headed households translates to greater share shopping on their own  
Figure 21: Grocery shopping responsibility, total and Black, July 2018
- Single consumers shop on their own; women assume most responsibility after marriage  
Figure 22: Grocery shopping responsibility by gender and marital/partnered status, July 2018
- Moms least likely to get, or accept, help in buying household groceries  
Figure 23: Grocery shopping responsibility, parental status and gender, July 2018

## Black Food and Drink Shopper Segmentation

- Shopper segments highlight category innovation vs personal lifestyle  
Figure 24: Black food and drink shopper segments, July 2018
- The Variety Shopper is always on the hunt for the next new product or service  
Figure 25: Profile of Variety Shopper segment, July 2018
- The Traditional Shopper needs the sensorial, in-person experience  
Figure 26: Profile of Traditional Shopper segment, July 2018
- Chore Shopper makes the process as easy as possible  
Figure 27: Profile of Chore Shopper segment, July 2018

## Food and Drink Shopping Locations

- Product mix and low prices make Walmart the store to beat  
Figure 28: Food and drink shopping locations, any shopping, July 2018
- Black shoppers over index for primarily shopping at Walmart vs the general market  
Figure 29: Food and drink primary shopping locations, July 2018
- Price- and brand-conscious shoppers look to discount stores for bargains  
Figure 30: Food and drink shopping locations, primary and secondary, July 2018
- Parents see Walmart as the go-to store for food and drink  
Figure 31: Demographic profile of traditional supermarket and Walmart food and drink shoppers, July 2018
- Product selection and habit drive Traditional Shoppers to supermarkets  
Figure 32: Primary food and drink shopping locations, by food and drink segments, July 2018
- Variety Shoppers don't have a strong retail preference beyond Walmart  
Figure 33: Secondary food and drink shopping locations, by food and drink segments, July 2018

## Food and Drink Trends of Interest

- Better-for-you food and drink is a viable segment among Black consumers  
Figure 34: Food and drink trends of interest, July 2018
- Variety Shoppers engaged in the experience more open to all trends  
Figure 35: Food and drink trends of interest, by food and drink segments, July 2018

**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)

# Black Food and Drink Shopper - US - December 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Young shoppers focus on meal ingredients; older shoppers focus on convenience

Figure 36: Food and drink trends of interest, by age group, July 2018

Married parents with kids want to make meal time easier

Figure 37: Food and drink trends of interest, by parental and marital/partnership status, July 2018

## Food and Drink Shopping Behavior

Make a list. Head to the stores. Repeat.

Figure 38: Food and drink shopping behavior, July 2018

Variety Shoppers prioritize retail environment and product selection over convenience

Figure 39: Food and drink shopping behavior, by food and drink segments, July 2018

Moms do not deviate from their grocery shopping plan

Figure 40: Food and drink shopping behavior, by gender and parental status, July 2018

## Online Grocery Shopping Trial Incentives

Most Black shoppers don't shop online, but can be convinced to try

Figure 41: Online grocery shopping trial incentives, July 2018

Value of online ordering for first-time users balanced between expected added convenience and cost

Figure 42: TURF Analysis – Online grocery shopping trial incentives, July 2018

Figure 43: Table – TURF Analysis – Online grocery store shopping trial incentives, July 2018

Upper-middle-income households measure the value of online shopping with potential added benefits

Figure 44: Online grocery shopping trial incentives, by household income, July 2018

Variety Shoppers looking for optimal product selection more open to online shopping

Figure 45: Online grocery shopping trial incentives, food and drink shopping segments, July 2018

## Food and Drink Shopping Influences

Convenience and product mix top price for Black food and drink shoppers

Figure 46: Food and drink shopping influences, July 2018

Low food prices may shift value from price to product mix

Figure 47: Food and drink shopping influences, by food and drink shopping segments, July 2018

Moms travel to their preferred stores to find specific items on their lists

Figure 48: Food and drink shopping influences, by gender and parental status, July 2018

"Also shopped" stores offer complementary product mix as preferred stores

Figure 49: Food and drink shopping influences, by secondary locations, July 2018

## Attitudes toward Food and Drink Shopping

Price and product mix surpass convenience for most Black shoppers

Figure 50: Attitudes toward food and drink shopping, July 2018

Sales promotions on must-have brands more important than low prices on alternatives

Figure 51: Attitudes on food and drink shopping – Price and promotion, by food and drink segments, July 2018

Convenience holds greatest value to engaged shoppers

Figure 52: Attitudes on food and drink shopping – Convenience, by food and drink segments, July 2018

Specialty stores are appealing, but only for certain occasions and 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)

# Black Food and Drink Shopper - US - December 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Figure 53: Attitudes on food and drink shopping – Store and product, by food and drink segments, July 2018

## Appendix – Data Sources and Abbreviations

Data sources

Sales data

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

## Appendix – The Market

Figure 54: Black household expenditures for groceries, at current prices, 2013-18

Figure 55: Black household expenditures for groceries, at inflation-adjusted prices, 2013-18

Figure 56: Black and total household expenditures for groceries at current prices, 2013-18

## Appendix – The Consumer

Figure 57: Average weekly grocery spending, by total and Black households, April 2017-June 2018

Figure 58: Leading supermarkets shopped in the last four weeks, by total and Black shoppers, April 2017-June 2018

Figure 59: Black shopper visits at leading grocery and food stores, 2014-18

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)