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.

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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