

Black Consumers' Snacking Preferences - US - February 2019

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"Black consumers strive to maintain or improve their health through diet, and their snack preferences are no exception. Buying healthy snacks for the home is the goal, but taste is equally important, especially when this consumer eats snacks to reset their mood. Brands and retailers that drive awareness of new snacks that are healthy and tasty can spur trial among consumers."

- Toya Mitchell, Multicultural Analyst

This report looks at the following areas:

- Black snack segments are defined by their overall diet and reasons for snacking
- Fresh fruit is the preferred snack for all
- Black consumers tend to choose the same snacks, but open to change
- Sweet snacks are the go-to food to soothe feelings

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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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The Consumer – What You Need to Know

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