

# Black Consumers and Shopping for Groceries - US - January 2020

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## This report looks at the following areas:

- Black shopper segments highlight different levels of engagement
- Black consumers enjoy looking for deals, but less likely to use coupons
- Walmart and supermarkets lead grocery retailing, third choice locations based on budget and convenience
- Price leads value proposition, but other product attributes are important based on category



"While convenience is important, grocery shopping is also a sport for most Black consumers, who are engaged in finding the best deals at the best stores. Shopper segments are based on their attitudes on convenience and further distinguished by how they balance product value between trusted brand names and price."

**- Toya Mitchell, Senior Multicultural Analyst**

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- Black grocery spending as share of disposable income is similar to total
- Flat food prices expected to hold through 2020, with increases in several categories
- Black consumers enjoy deals, but lag in coupon use

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- **Black households' income increases, but lower than everyone else's**

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- **Walmart makes changes to improve produce department**
- **Amazon enters crowded, competitive retail category with a standalone store**

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- **Walmart overhauls perimeter of store in response to negative consumer perception**
- **Amazon set to launch new grocery chain in 2020**

## THE CONSUMER – WHAT YOU NEED TO KNOW

- **Mintel's Black shopper segments' highlight process and willingness to deal shop**
- **Primary shopping responsibility mirrors the average**
- **Walmart and supermarkets dominate for retailer preference**
- **Deal hunting leads the grocery shopping process**

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- **Values differ between food and non-edible packaged products**
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