



## December 2012

### Hispanics and the Grocery Store Experience - US

“More than two in 10 Hispanics say it would be easier for them to make purchase decisions if the packaging for grocery items was in Spanish. Providing Spanish-language packaging not only makes it easier for less acculturated Hispanics to choose products, but in a more general sense acknowledges the culture ...

### Marketing to Hispanic Men - US

“The attitudes of Hispanic men toward advertising and media and their shopping behavior are among the key issues discussed in this new report for Mintel. Hispanic men are loyal shoppers and are most likely to purchase clothing, food products, home electronics, and household products. However, advertising messages hold little sway ...

## November 2012

### Hispanics and Household Products - US

“The likelihood of Hispanic consumers purchasing various types of household products and their attitudes toward these products are among the key issues discussed in this report. Hispanics seek dependability and trust when buying household products, and having past experience with an item is the leading factor in what leads them ...

### Asian Americans' Approach to Health and Wellness - US

“How Asians perceive their overall health and where there are gaps are among the key issues explored within this report. Asians understand the importance of leading a healthy lifestyle and value their overall well-being and yet they don't seek advice from health professionals. Asian women are the least likely to ...

## October 2012

### Snacking Preferences of the Hispanic Consumer - US

“When it comes to snacking, like most consumers, Hispanics are looking for comfort—they want their favorite flavor from a brand they trust. Initiating new flavors and products will require some advanced familiarization in the marketplace. One avenue to do that may be through kids. Hispanic families are highly likely to ...

## September 2012

### Snacking Preferences of the Black Consumer - US

“The types of snack foods consumed by Blacks and the snack flavors they prefer are among the key issues discussed in this report. Blacks are more likely than other ethnic groups to consume a wide array of salty/

### The Private Label Hispanic Consumer - US

According to the U.S. Census Bureau, the Hispanic population is expected to reach 61.1 million by 2017, a 15.6% increase from 2012. Additionally, Hispanic spending power is expected to climb to nearly \$1.7



savory snacks and sweet snacks. Brand and flavor preference trump price, suggesting ...

trillion by 2017, from nearly \$1.2 trillion in 2012. Hispanic households are ...

**August 2012**

**Black Haircare - US**

The Black haircare market is estimated to be \$684 million in 2012, a slight decrease from the \$687 million posted in 2007. This category has been impacted by the prolonged recession, which has hit Black consumers harder than it has the general population. While this has been beneficial for the ...

**July 2012**

**Blacks and Entertainment - US**

According to the U.S. Census Bureau, the Black population is expected to reach 42.6 million by 2016, an 11.3% increase from 2006. Currently at \$957 billion, Black spending power is expected to climb to \$1.25 trillion by 2015. Black consumers spend their leisure time in a ...

**Asians and Entertainment - US**

The spending power of Asians is soaring, and is expected to climb from \$543 billion in 2010 to \$775 billion by 2015. Asians have much higher median household incomes, a result of higher than average educational attainment and a greater likelihood of employment in high-paying sectors. Asians also tend to ...

**June 2012**

**Hispanics and Entertainment - US**

According to the U.S. Census Bureau, the Hispanic population is expected to reach 59.4 million by 2016, a 15.8% increase from 2011. Currently more than \$1 trillion, Hispanic spending power is expected to climb to nearly \$1.5 trillion by 2015. Hispanic households are more likely than ...

**May 2012**

**Marketing to Multicultural Young Adults - US**

This report examines the dynamic, multicultural young adult population, offering insights into their priorities, interests, hobbies and activities. Given that this generation is at the forefront of digital connectivity, focus is given to their ownership, use of and attitudes towards technology. This report probes how the internet is shaping how ...

**Marketing to Black Parents - US**

According to the U.S. Census Bureau, the Black population is expected to reach 42.6 million by 2016, an 11.3% increase from 2006. Currently at \$957 billion, Black spending power is expected to climb to \$1.25 trillion by 2015. Black households are more likely than White households ...



## April 2012

### Blacks and Non-Alcoholic Beverages - US

According to the U.S. Census Bureau, the Black population is expected to reach 42.6 million by 2016, an 11.3% increase from 2006. Currently at \$957 billion, Black spending power is expected to climb to \$1.3 trillion by 2015. Higher education levels, and the resulting higher paying ...

## March 2012

### Asian Americans and Technology - US

Asian purchasing power is rapidly growing, currently at \$543 billion and expected to reach \$775 billion by 2015. Asians' higher than average household incomes enable them to afford a variety of top-quality and big-ticket electronics, including the latest and most comprehensive smartphones, tablets, cameras, MP3 players, PCs, and home entertainment ...

### Hispanics and Non-alcoholic Drinks - US

Both the number of Hispanics in the U.S. and their purchasing power are growing rapidly. With 51 million people in 2011, and purchasing power projected to reach more than \$1.48 trillion by 2015, Hispanics are a key consumer group for non-alcoholic beverage companies to court. But Hispanics are ...

### Blacks and Convenience Stores - US

The convenience store (c-store) is a regular stop for Black consumers who rely on them for gasoline purchases and a variety of products and merchandise. Black adults are more likely to visit a c-store than any other ethnic group, with Black men being the most active c-store visitors. Mintel also ...

## February 2012

### Hispanics and Convenience Stores - US

Both the number of Hispanics in the U.S. and their purchasing power are growing rapidly. With 51 million people in 2011 and purchasing power projected to reach more than \$1.4 trillion by 2014 Hispanics are a key group for convenience stores (c-stores) to court. But Hispanics are not ...

## January 2012



## **Hispanics and Alcohol Beverages - US**

This report provides an up-close look at Hispanics and the alcoholic beverage market, including: