



September 2010

The Grocery Cart of the Black Consumer - US

The connection between food, tradition, family and history is a deep one for many African Americans. Dishes that make up the Black diet today have been prepared and eaten in much the same way through several generations in the U.S. Although some recipes and preparation have remained the same ...

Black Haircare - US

Historically, black consumers have shopped at hair salons and beauty supply stores for their haircare needs. While that is still the case for a large number of shoppers, given the state of the economy, many black consumers are taking a closer look at FDMx outlets, which tend to offer better ...

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Apparel and Footwear: The Black Consumer - US

African Americans view fashion as a means to influence how they're viewed by the world and express what they think of themselves. Rather than follow trends African Americans, especially young Black men, are the trendsetters—everything they're doing is reflected in popular culture and is then adopted by mainstream society. This ...

July 2010

Blacks and Dining Out - US

The Black consumer plays an important role in the economy and in supporting the restaurant industry. With education levels increasing, Blacks are earning higher household incomes and moving to areas of the country where their numbers in the past have been quite low. As with most consumers, the Black consumer ...

The Hispanic Grocery Cart - US

Hispanic consumers spend more per year on groceries than any other ethnic group and their purchasing power of \$951 billion exceeds that of any other U.S. minority. Yet, grocery advertising targeted specifically to the Hispanic consumer is sparse, especially to Spanish-speakers, who would like to make informed purchasing decisions ...

Hispanics and Travel - US

With a skyrocketing purchasing power and a penchant for travel both national and abroad, the Hispanic consumer deserves increased attention from the travel market. Hispanics spend more than any other ethnicity on domestic travel, and travel more internationally per year than the average American. Spanish-language advertising has traditionally targeted the ...

Hispanics and Dining Out - US

The U.S. Hispanic community is the fastest-growing population segment, increasing to 45.5 million in 2007 from 35.3 million in 2000. Hispanic purchasing power is projected to reach more than \$1.2 trillion by 2012. As such, it is essential for the restaurant industry to make a concerted ...