



October 2013

Hispanics and Personal Care - US

“In order to grow the Hispanic market, personal care manufacturers need to find new ways to entice Hispanics to try new products and get excited about the shopping experience. Personal care products don’t need to be thought of as a commodity; less acculturated Hispanics still have a long way to ...

September 2013

Black Consumers' Attitudes toward Car Buying - US

“Black car buyers are both aspirational and cash conscious, with an eye on finding a vehicle that will express their personality. While black car buyers say they are keen on selecting a model based on previous experiences, more black respondents say that they plan their next purchase to be a ...

August 2013

Black Haircare - US

“Image is everything to Black consumers and they are keenly aware that hair plays a key role in how people view them. In the Black community, there are sensitivities revolving around hair. Today, Blacks are learning to embrace and love their hair. It is likely that natural hairstyles are here ...

July 2013

Black Consumers and Financial Services - US

“Given the relatively high rate of unemployment and the impact of the housing crisis, many Black consumers have less-than-perfect credit scores and significantly lower net worth than their White counterparts. According to an article in CNNMoney, White Americans have 22 times more wealth than Black consumers – a gap that ...

Hispanic Consumers and Financial Services - US

“Engaging with underbanked Hispanics is not a one-off process. Hispanics who do begin using banking products need to be convinced of their ongoing value in order to stay engaged. In addition, Hispanics who do use some banking products can always be educated about other products that they might not be ...

Hispanics and Travel - US



Multicultural America - USA



“Travel providers are likely to have the most success with Hispanic travelers if promotions focus on their origins. Hispanics tend to travel to and within areas with the largest Hispanic populations, likely a reflection of the fact that they are family-centric and want to be in the places, and with ...