



December 2017

Hispanics and Non-alcoholic Beverages - US

"Hispanic expenditures on non-alcoholic beverages continue to grow at a healthy pace. The challenge for brands in the different categories is to promote trial as Hispanics may not proactively do so due to their satisfaction with the beverages they currently drink. As the markets mature and become fragmented, brands have ...

Hispanics and Healthy Lifestyles - US

"In spite of higher overweight and obesity rates, Hispanics have a generally positive outlook on their personal health. Hispanics take pride in their health but are not necessarily willing to make changes to ensure a healthier life. A combination of complacency and confidence could prevent Hispanics from implementing new initiatives ...

Black Consumers and Non-Alcoholic Beverages - US

Black consumers are estimated to spend \$10.9 billion dollars on non-alcoholic beverages in 2017, a 2.3% increase vs 2016. Carbonated beverages rank first in sales among Black households, even while these consumers switch to healthier as well as naturally sweet beverages to quench their thirst and please their ...

November 2017

Lifestyles of Multicultural Young Adults - US

Young adults ages 18-34 make up close to a quarter of the US population. From a demographic perspective, they are noticeably more diverse than older generations and will continue to become even more so in the years ahead. In this Report, Mintel provides an in-depth understanding of how this group ...

Hispanic Consumers and Dining Out - US

Hispanic expenditures on dining out reached \$70.9 billion in 2017, a 28% increase since 2012. The challenge for restaurants is to stand out in a fragmented market where Hispanics have multiple options to choose from. Location, flavor, value, and atmosphere can make a difference in restaurant selection as Hispanics ...

October 2017

Consumers and the Economic Outlook: Quarterly Update - US

"The US economy remains strong and stable, maintaining most levels it held last quarter. Consumer outlook is still optimistic and positive, but differences in age and income level reveal different motivations for improving the current state of a consumer's finances. Few predict that their financial situation will change much over ...

Black Consumers and Shopping for Groceries - US

"Product prices and selection are key drivers for where and when Blacks shop, but they are proud of their ability to maximize their budget while buying the brands and products they want on their list. Retailers that offer a pleasant atmosphere and convenience are included in their shopping routine, but ...



Hispanics and Shopping for Groceries - US

"In an increasingly competitive landscape, value-oriented Hispanics shop at a variety of store types in any given week. As each grocery retailer defends its turf, the challenge is to keep shoppers in the store longer and make them notice categories they typically associate with other stores. Creating product-store-value associations is ...

September 2017

Marketing to Hispanic Moms - US

"There are nearly 7 million Hispanic moms in the US, who live for their families. Household chores monopolize most of their time at home, regardless of whether or not they work full-time. Even if they would welcome help, they tend to be hesitant to ask for it. Shouldering the sometimes-thankless ...

Marketing to Black Moms - US

Black moms are the head of the family within many households. She works, mostly because she has to, even though her role as mom is her greatest accomplishment and primary responsibility. She is raising her kids with confidence, although she would prefer to be able to devote more time to ...

August 2017

Black Haircare - US

"The Black haircare market is in transition, as soft sales growth is wedged between two, very different consumer trends. One, a booming natural and regimen-focused product segment vs the precipitous sales free-fall of relaxers, which were formerly anchor products for several heritage brands. Black consumers prefer, and expect, haircare products ...

Hispanics and Household Products - US

"Hispanics' expenditures on household products such as household surface cleaners, dishwashing products, and laundry detergent showed moderate growth from 2012 to 2017. These are mature categories in which Hispanics exhibit high levels of satisfaction and limited motivation to change. As functional factors are the foundation in these categories, brands may ...

July 2017

Hispanics and Personal Care - US

"Hispanics' expenditures on personal care products remained practically flat between 2012 and 2017. While brand loyalty seems difficult to achieve, there are opportunities for brands that make an effort to consistently connect with Hispanics, going beyond trial. Personal care is a category in which brand is only important when it ...

Black Consumers and Personal Care - US

"Black consumers spend slightly less money per household, but a higher percentage of their disposable budget, within the personal care category. Most buy mass produced brands for basic maintenance, but will use prestige an Black consumer targeted brands that have products specially formulated to treat their skin care issues."

- Toya ...



Consumers and the Economic Outlook: Quarterly Update - US

"As of June 2017, the economy is still improving, wages are slowly rising, and unemployment numbers continue to fall. Consumer sentiment about their financial situation remains healthy, and most consumers don't think their finances will change (or increase) that significantly. Parents overall are somewhat more optimistic about the financial future ...

June 2017

Marketing to Black Millennials - US

"Black Millennials are a diverse group, across age, educational attainment, family structure, and income, all of which impacts how they see themselves and their worldview. While diverse within themselves, there are similarities among them as a group that reveal what they believe about their future and how they interact within ...

Marketing to Hispanic Millennials - US

"The Hispanic Millennial generation is aged 23-40 in 2017 and accounts for the largest share of the Hispanic population. Moreover, 21% of all US Millennials are of Hispanic origin. The majority of Hispanic Millennials are bilingual and bicultural and want to fit in both the American and the Hispanic world ...

May 2017

Digital Trends - Hispanics - US

"While Hispanics have an arsenal of consumer electronics, smartphones and laptop computers are the must-haves. These devices enable Hispanics to communicate with friends and family, navigate their surroundings, and consume content. In addition to these two devices, Hispanics show higher purchase intent for most consumer electronics when compared to all ...

Digital Trends - Black Consumers - US

"Digital electronic devices are the conduit whereby Black consumers are entertained and engage and connect with their family and friends. Their need to be at the forefront of technology trends drives their ownership, purchase intent, and desire for advanced technology. New technology, more than any other platform, opens new worlds ...

April 2017

Consumers and the Economic Outlook: Quarterly Update - US

"With a new administration, a growing economy, and a relatively healthy jobs market, this Report addresses how consumers are feeling about their current financial situation. Through a series of questions that will be asked throughout 2017, Mintel has aggregated consumer opinion on their current finances, how they hope to improve ...

Hispanics' News Consumption - US

Hispanics enjoy following the news. However, since Hispanics' lives tend to orbit around content consumption and the competitive landscape is becoming increasingly fragmented due to the internet, news providers need to find ways to stand out and appeal to Hispanic consumers. Gaining and maintaining their trust is key.



March 2017

Black Consumers' Perceptions of Auto Brands - US

"Black consumers have strong opinions about car brands – the ones they currently drive as well as their dream car. Most Black consumers' opinions are driven by pragmatic criteria, but subjective characteristics shape their preferences and desire to upgrade to something better within their price range."

Hispanics' Perceptions of Auto Brands - US

"Hispanics tend to gravitate toward five automotive brands – a mix of both foreign and domestic makes – they consider have a strong reputation. The challenge for most brands is to build awareness and a reputation for reliability and durability that gives them a place in the consideration set of ...

Hispanics' Snacking Preferences - US

"Practically all Hispanic households consume snacks. However, they consume a wider variety of snacks as they become acculturated, resulting in snacking habits, preferences, and motivations for consumption becoming increasingly complex. Since less-acculturated Hispanics gravitate toward fewer types of snacks, there are opportunities for brands to connect with Hispanics as they ...

February 2017

Snacking Preferences of Black Consumers - US

Blacks love to eat snacks. Snacks can fill an emotional void or be a means to incorporate better eating habits into their diets. Black women with kids are the primary decision maker when it comes to buying snacks, since she is doing so as part of her regular grocery shopping ...

January 2017

Black Consumers' Lifestyles and Entertainment - US

"Black consumers are optimistic about life in general, their purpose in life, and how they spend their time. They rely on family and faith to keep them grounded and emotionally fulfilled while living out their passions. Their passions and the trends they follow tend to collide in their leisure time ...

Hispanic Lifestyles and Entertainment - US

"Hispanics feel life is to be enjoyed, although most agree they are generally simple people who don't need much to be satisfied. In many cases, larger household sizes and a lower median household income forces Hispanics to prioritize their expenses, particularly those that are discretionary, such as leisure and entertainment ...