



## December 2011

### Multicultural QSR Consumer - US

The spending power of multicultural consumers is rising as their numbers increase, making them a key consideration for the Quick Service Restaurant (QSR) industry. However, there are significant differences within these groups and “one size fits all” marketing and menu developments will not effectively appeal to their diverse wants and ...

### Blacks and Travel - US

Black buying power is on the rise and is expected to reach \$1.1 trillion by 2014, according to the Selig Center for Economic Growth. Despite tough economic times, Blacks are still traveling in the U.S. and abroad, taking cruises and booking luxury hotels. Black households are more likely ...

## November 2011

### Marketing to Hispanic Parents - US

With swelling growth in both raw numbers and buying power, Hispanics have become a key focus for U.S. marketers in virtually all industries. More than 50 million Hispanics are living in the U.S. today, and by 2015 the Hispanic audience is projected to grow to close to 59 ...

### Baby Boomers Across Seven Categories - US

Companies must have a clear understanding of the Baby Boomer demographic in order to market products and serve their needs better. Mintel has compiled information from multiple Oxygen reports and Mintel Inspire to give you a holistic view of today's Baby Boomer consumer.

### Marketing Health to Asians - US

Asians are the fastest growing racial minority in the U.S. and the Asian population includes a significantly higher number of high-income households than the norm. Asian Americans are a diverse group of consumers with different tastes and cultural backgrounds, depending on their country of origin or level of acculturation ...

## September 2011

### Blacks and Food: Breakfast, Baking, and Beverages - US

According to the U.S. Census Bureau, the Black population will reach 42.1 million by 2015, an 11.7% increase from 2005. Black buying power is continually on the rise and is expected to climb to \$1.1 trillion by 2014. Higher education levels, and the resulting higher-paying jobs ...

### Hispanic Diet - US

The Hispanic population is large and growing (50.5 million and projected to be 58.9 million by 2015), young (nearly 50% of Hispanic households have children under 18), and represents significant buying power (purchasing power projected to reach more than \$1.4 trillion by 2013). This report looks deep ...

## August 2011

### Black Haircare - US

### New Generation Latino - US



The FDMx Black haircare market was not immune to the recession, posting an inflation-adjusted decline of 6% from 2006-10. Despite this cumulative decline, the \$185 million market appears to be on the road to recovery, expected to post its first real-term gain of 4% in 2011. The positive results are ...

Out of the total net growth in population from 2006-16, Hispanics will account for 30% of the growth and a large percentage will be under age 35. Currently, 62% of all Hispanics are under 35, versus 47.7% of the total U.S. population. New Generation Latinos (NGLs), Hispanics aged ...

## July 2011

### Media Consumption by the Black Consumer - US

According to the U.S. Census Bureau, by 2015 the Black population will reach 42.1 million, an 11.7% increase from 2005. Further, according to the Selig Center for Economic Growth, Black buying power is on the rise and is expected to climb to \$1.1 trillion by 2014 ...

### Hispanics and Convenience - US

Though their average household income is less than that of non-Hispanics, Hispanic purchasing power is on the rise and many do not hesitate to spend their money on the things that matter most to them in life. Many Hispanics hold on to the values of a strong work ethic, caring ...

## June 2011

### Hispanic Media Consumption - US

Hispanics, with total buying power projected to surpass \$1.4 trillion in 2013, represent an important consumer segment that continues to grow. As of 2010, there are 50.5 million Hispanics, comprising 16.3% of the U.S. population. Connecting to this consumer group through the English-language and Spanish-language media ...

## May 2011

### Latina Consumer - US

According to the 2010 U.S. Census, Hispanics are the second largest ethnic group in the nation with a population growth that is now driven by U.S. birth rates rather than new immigrants. As well as growing in number, Latinas are demonstrating their spending power like never before; they ...

### The Diet of the Black Consumer - US

A hidden cost of the "soul food" diet has increased to the point that it has reached crisis proportions. Many of the health problems suffered by Black Americans today are influenced to a great degree by dietary factors. African Americans have higher rates of death from heart disease, diabetes, most ...

## April 2011

### Hispanics Online - US

Hispanics, with total buying power projected to surpass \$1.4 trillion in 2013, represent an important consumer



segment that sees no sign of shrinking. As of 2010, there are 49.1 million Hispanics, or 16% of the U.S. population. The internet is rapidly becoming an integral part of daily ...

## March 2011

### The Hispanic Retail Report: Household, Electronics, Apparel, Grocery and Personal Care - US

Fashion-conscious, cell phone-savvy, and with a love for food, Hispanics are the ideal consumer segment for almost any retail sector. As the economy recovers from the recent recession, Hispanics' expenditures on food and beverages, apparel, footwear, housing and transportation continue to grow. In fact, Hispanics spend a greater proportion of ...

### Blacks and Personal Care - US

It is important that marketers of personal care products that plan to target the African-American market understand the vast differences in Black skincare and haircare needs compared to that of other races. These specific needs are not just related to African Americans but to all people of sub-Saharan African origin ...

## February 2011

### Hispanics and the Perimeter of the Grocery Store - US

At 49.7 million as of 2010, the U.S. Hispanic population is the largest minority group in the U.S. and is projected to increase 33% to 66.3 million by 2020. With purchasing power expected to reach \$1.4 trillion by 2013, now is a crucial time for ...

## January 2011

### Hispanics and Personal Care - US

As Mintel's *Beauty and Personal Care Consumer—U.S., January 2010* reported, the majority of the population is trading down to lower-priced brands or store brands. The same shopping pattern is not so for Hispanics. In fact, despite the recession and their lower-household income levels, in part due to Hispanics' ...

### Marketing Health to Blacks and Hispanics - US

Mintel explores how Hispanics and Blacks in the U.S. regard their health and what it means to lead a healthy life in these communities. Mintel's exclusive consumer research examines who Black and Hispanics turn to for advice on health-related issues, their likelihood of using prescription medications and symptom-related OTC ...