



September 2018

Black Haircare - US

"The Black haircare market has adjusted to the new natural hair normal. Product innovation, expanded retail distribution, and brand messaging recognize that the future of the Black haircare market is dependent on chemical-free consumers. While natural hair is the norm, Black consumers have different attitudes, beauty standards, and motivations behind ...

Hispanic Cooking Enthusiasts - US

"Hispanics over index for enthusiasm toward cooking. Their enthusiasm is not only reflected in the time they spend in the kitchen, but in how they choose to spend that time and who they cook for. Their cooking approach is continually evolving and influenced by people close to them, as well ...

August 2018

Hispanics and Cleaning the House - US

"At not quite \$2 billion, Hispanics' expenditures on household cleaning products have contracted slightly since 2013. Hispanic women continue to take the lead, while Hispanic men play a supporting role. Cleaning the house can be hard work, but there are clear attitudinal differences between Hispanics who clean because they want ...

Black Consumers and Cleaning the House - US

"A clean house is a healthy house, and many Black consumers take pride in regularly cleaning their home to maintain order and create a relaxing environment away from the outside world. Product and brand considerations, budget constraints, and routines impact Black consumers' desire and approach to cleaning the house."

- Toya ...

July 2018

Consumers and the Economic Outlook - US

"Consumers remain confident in their financial health and anticipate little change in the coming year, resulting in stable patterns of financial opinions and behaviors. Consumers hope to save for the future while also maintaining spending levels that accommodate their current lifestyle. This Report looks at the role credit score plays ...

Hispanics and the Car Purchasing Process - US

"Since the majority of Hispanics plan to purchase a car within the next three years, they are constantly gathering information about the vehicles they would like. Most of this research is conducted online and through the recommendations or influence from friends and family. However, the experience at the dealer is ...

Black Consumers and the Car Purchasing Process - US

"Buying a car can be a stressful process for Black consumers, because they are singularly focused on ensuring that they negotiate the best deal that maximizes car value within their budget. Gathering as much information as possible on car attributes, performance, and most importantly price helps to alleviate concerns for ...