



December 2018

Black Food and Drink Shopper - US

"Black consumers are estimated to spend \$72 billion on food and drink in 2018, a 4.5% increase vs 2017. Falling market prices along with better economic conditions may lead this consumer to buy more of their favorite brand names in categories such as meats and center-of-store items to please ...

Hispanic Food and Drink Shopper - US

"Hispanic households are expected to spend nearly \$100 billion on food and drink for at-home consumption in 2018, which represents 13.6% of the total US expenditures on these categories. Hispanics are value-oriented consumers who shop at a variety of stores, and choose their food and drink destinations with product ...

November 2018

Marketing to Hispanic Moms - US

"In the US there are almost 8 million Hispanic moms with children under the age of 18 in the household. Product of this impressive number, Hispanic women are more likely than the average US woman to be a mom. The fact that one in four babies born in 2016 were ...

Marketing to Black Moms - US

"Black moms' lives are totally consumed with taking care of their children, making most decisions regarding their lives on her own. She looks to technology to help her feel organized, reduce her "mommy load," and maximize her budget. Her dreams lead with spending more time with her kids, followed ...

October 2018

Hispanics and the Restaurant Decision Making Process - US

"Hispanics' dining out expenditures grew 23% from 2013-18 to reach an estimated \$75.4 billion. Still, their current share of total expenditures is a fraction of their population share relative to the total US. Several factors such as youth, disposable income, and lifestage explain why Hispanics fall short. However, Hispanics ...

Consumers and the Economic Outlook - US

"The economy continues its slow and steady recovery, though economists are hesitant to say that it has officially recovered. While some consumers may be watching economic indicators, many are not, and even those who are may not see the direct effects on their daily lives. Overall, if consumers were already ...