



## March 2012

### Asian Americans and Technology - US

Asian purchasing power is rapidly growing, currently at \$543 billion and expected to reach \$775 billion by 2015. Asians' higher than average household incomes enable them to afford a variety of top-quality and big-ticket electronics, including the latest and most comprehensive smartphones, tablets, cameras, MP3 players, PCs, and home entertainment ...

### Hispanics and Non-alcoholic Drinks - US

Both the number of Hispanics in the U.S. and their purchasing power are growing rapidly. With 51 million people in 2011, and purchasing power projected to reach more than \$1.48 trillion by 2015, Hispanics are a key consumer group for non-alcoholic beverage companies to court. But Hispanics are ...

### Blacks and Convenience Stores - US

The convenience store (c-store) is a regular stop for Black consumers who rely on them for gasoline purchases and a variety of products and merchandise. Black adults are more likely to visit a c-store than any other ethnic group, with Black men being the most active c-store visitors. Mintel also ...

## February 2012

### Hispanics and Convenience Stores - US

Both the number of Hispanics in the U.S. and their purchasing power are growing rapidly. With 51 million people in 2011 and purchasing power projected to reach more than \$1.4 trillion by 2014 Hispanics are a key group for convenience stores (c-stores) to court. But Hispanics are not ...

## January 2012

### Hispanics and Alcohol Beverages - US

This report provides an up-close look at Hispanics and the alcoholic beverage market, including: