



May 2023

Hispanic Consumer Snacking Trends - US

“Hispanic consumers gravitate to snacks for reasons beyond hunger and seek an indulgent experience that delivers great flavor quality. Brands need to lead with flavor first in order to appeal across segments but need to maintain excitement amidst economic uncertainty. Ultimately, sweet and savory snacks have room to grow within ...

April 2023

Diversity and Inclusivity in Beauty - US

“Beyond traditional perceptions and ideals (ie, race, gender, age), the definition of a diverse beauty brand becomes more nuanced. Expanding diversity to include people with physical/mental challenges is a fairly new concept, but one that is extremely important. Developing products to suit the needs of a small cohort of ...

Black Americans and Symbols of Identity - US

“Identities are more than what meets the eye. Our identities are our lived experiences, and Black consumers are focused on expressing those experiences through various mediums. Although Black consumers have a special interest in physical appearance as a form of self-expression, physical appearance is just a microcosm of their greater ...

March 2023

Hispanics and Symbols of Identity - US

“Hispanics are a multifaceted demographic that cannot be summed up by merely physical traits. Individuals see themselves as much more than their culture or physical traits when it comes to defining who they are. Their activities, skills, talents, and family roles are just as important as their heritage and community ...

February 2023

Multicultural America: Approach to Health and Wellness - US

“Although the racial and ethnic makeup of the US is growing more diverse, more needs to be done in terms of equitable access and care in the healthcare industry as factors such as the COVID-19 pandemic and unprecedented levels of inflation have

Consumers and the Economic Outlook - US

“Cooling inflation and a solid labor market are likely the direct contributors to consumers’ positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these



Multicultural America - USA



disproportionately impacted multicultural populations.
That being said, data ...

sentiments six months from now – which is when
experts project the US to enter a mild recession – ...