



March 2018

Black Beauty Consumer - US

Black women are less likely to use cosmetics in comparison to the general market, but her usage varies across beauty products due to her skill set, her knowledge of expected benefits, and most importantly, her ability to find products in the right shades to create her desired look. Her beauty ...

Hispanic Beauty Consumer - US

Hispanics' expenditures growth on beauty products has come to a standstill. While the Hispanic market is young, which favors engagement, Hispanics also tend to be value oriented. The challenge for beauty brands is to transform the interest Hispanic women have in beauty trends into action. To do that, brands may ...

February 2018

Hispanics' Content Consumption and Sharing - US

"As the digital divide between Hispanics and the general population closes, the Hispanic population is consuming a vast array of content on a multitude of platforms. TV is still the center of Hispanic households, but online services are successfully complementing traditional media channels by filling in education and entertainment gaps ...

Black Consumers and Alcoholic Beverages - US

Alcohol consumption is largely driven by emotional fulfillment. Black consumers' motivation to drink can range from a desire to relax in solitude to getting the party started with their peers. Black consumers' consumption of alcoholic beverages by type is similar to the general market. Beer and wine are the most ...

Hispanics and Alcoholic Beverages - US

"Hispanics' expenditures on alcoholic beverages have experienced significant growth over the past five years. However, Hispanics' share of expenditures under indexes considerably relative to their share of the population. Hispanics tend to gravitate mainly toward beer, and they under index for drinking spirits and wine. However, access to better opportunities ...

January 2018

Consumers and the Economic Outlook - US

"Economic improvement continued at a relatively steady clip as a new presidential administration took office at the beginning of the year. While there have been natural catastrophes and tragedies throughout the US, the economy has generally remained stable and any expert predictions continue to be optimistic."

- Jennifer White Boehm, Associate ...

Black Consumers' Content Consumption and Sharing - US

"In spite of factors that could limit entertainment options, Black consumers make video content a priority in their leisure time. Although there is interest in sharing thoughts and experiences, consumption of content seems to be a preference over creation. Live TV is a particularly important element of a Black adult's ...



Hispanics and American Culture and Identity - US

"Hispanics will continue to gravitate toward biculturalism. Communications technology such as social media allows US Hispanics to stay connected with family members in other countries. Meanwhile, the sizable and relatively young market creates opportunities in the US for Hispanics to keep their culture alive through daily interactions. Hispanic moms' will ...