



March 2015

Hispanic Consumers' Snacking Preferences - US

“The importance that Hispanics give to the requests of family members – including children – is significant. If they are not on board, snack types and brands gradually surrender their space in the household to others. This is why the brands consumed in Hispanic households tend to change as they ...

February 2015

Black Millennials - US

“While there are some similarities among Millennials, Black Millennials are different. They enjoy experiencing other cultures, and many have integrated it as part of their day-to-day life, but they have a strong connection to Black culture. Their outgoing, outspoken, and strong social media presence – coupled with their sensitivity to ...

Hispanic Millennials - US

“Hispanic Millennials are a significant and coveted market. In any typical day, they are bombarded with ads and many other things that fight for their attention. To improve the odds of getting noticed, it is important for marketers to learn as much as they can about Hispanic Millennials to be ...

January 2015

Black Consumers and Dining Out - US

“Black consumers spend a hefty amount of money on dining out. Although they are more likely to patronize chain restaurants, there is tremendous support for local mom-and-pop restaurants in their community, particularly those that serve ethnic dishes. Black consumers are expanding their palate to include a wider range of ethnic ...

Hispanic Consumers and Dining Out - US

“As Hispanics’ expenditures on dining out continue to grow, restaurants that work toward making Hispanics feel welcomed may not only entice them to return, but may benefit from them sharing their good experiences at the restaurant with others; when Hispanics think about where to dine out, they give a lot ...