



September 2017

Marketing to Hispanic Moms - US

"There are nearly 7 million Hispanic moms in the US, who live for their families. Household chores monopolize most of their time at home, regardless of whether or not they work full-time. Even if they would welcome help, they tend to be hesitant to ask for it. Shouldering the sometimes-thankless ...

Marketing to Black Moms - US

Black moms are the head of the family within many households. She works, mostly because she has to, even though her role as mom is her greatest accomplishment and primary responsibility. She is raising her kids with confidence, although she would prefer to be able to devote more time to ...

August 2017

Black Haircare - US

"The Black haircare market is in transition, as soft sales growth is wedged between two, very different consumer trends. One, a booming natural and regimen-focused product segment vs the precipitous sales free-fall of relaxers, which were formerly anchor products for several heritage brands. Black consumers prefer, and expect, haircare products ...

Hispanics and Household Products - US

"Hispanics' expenditures on household products such as household surface cleaners, dishwashing products, and laundry detergent showed moderate growth from 2012 to 2017. These are mature categories in which Hispanics exhibit high levels of satisfaction and limited motivation to change. As functional factors are the foundation in these categories, brands may ...

July 2017

Hispanics and Personal Care - US

"Hispanics' expenditures on personal care products remained practically flat between 2012 and 2017. While brand loyalty seems difficult to achieve, there are opportunities for brands that make an effort to consistently connect with Hispanics, going beyond trial. Personal care is a category in which brand is only important when it ...

Black Consumers and Personal Care - US

"Black consumers spend slightly less money per household, but a higher percentage of their disposable budget, within the personal care category. Most buy mass produced brands for basic maintenance, but will use prestige and Black consumer targeted brands that have products specially formulated to treat their skin care issues."

- Toya ...

Consumers and the Economic Outlook: Quarterly Update - US

"As of June 2017, the economy is still improving, wages are slowly rising, and unemployment numbers continue to fall. Consumer sentiment about their financial situation remains healthy, and most consumers don't think their finances will change (or increase) that significantly. Parents overall are somewhat more optimistic about the financial future ...