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Asian American Beauty Consumer - US

"The rich heritage of Asian culture has transformed the beauty industry, with products drawing on century-old traditions as well as cutting-edge innovations. Not surprisingly, Asian Americans are important drivers of the beauty industry. This diverse, influential audience includes high-income shoppers and highly engaged beauty aficionados. Winning the Asian American audience ...

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Marketing to Hispanic Gen Zs - US

"Hispanic Gen Zs are in need of guidance reaching their goals as they are impacted by current financial uncertainty and anxious about establishing their financial footing but still strive for major milestones – like buying a home – by the time they turn 30. Though their current focus is on ...

Multicultural America: Leisure and Entertainment - US

"Inflationary conditions are shaping consumer participation in leisure and entertainment activities. However, after years of restricted participation and an increased focus on mental wellness, consumers are looking more to trade-offs than to complete cutbacks. From a multicultural perspective, activity preferences and associated benefits like leisure time being good for mental ...