July 2021

Black Consumers: Leisure & Entertainment - US

"After a difficult year with the pandemic and social justice tragedies, the Black community will take some time to recover and heal. Leisure and entertainment can play an important part in this process, with digital entertainment and streaming receiving a significant boost during lockdowns. However, the Black community is likely …

June 2021

Hispanics: Leisure & Entertainment - US

"COVID-19 dramatically reshaped Hispanics' leisure priorities. As they spent more time at home, most Hispanics adapted and became pleased with their lifestyles, but some undeniably feel they are missing out on life. Those who are satisfied are more likely to think they have the resources (ie, time and money) to …

May 2021

Black Consumers: Online Shopping Behaviors - US

"Despite historic barriers in economic opportunity and digital access, many Black consumers are eager and enthusiastic online shoppers. Yet, they still do not shop online at rates as high as the population overall, even though the gap is shrinking. In order to gain further traction from this important audience, retailers …

Hispanics: Online Shopping Behaviors - US

"For brands to excel in selling online to Hispanics, it is critical that they make their abstract offering more tangible. They can achieve that by proactively reaching out to Hispanic online shoppers. Hispanics want to engage with brands; they want to learn about their products, and they want brands to …

Black Consumers: Non-alcoholic Beverages - CSDs & Juice/Juice Drinks - US

"Black consumers are not willing to give up the beverages they like. However, they are interested in trying new beverages and new flavors – as long as they come with an element of the familiar (eg flavor blends). Because they are interested in exploring new drinks and are also focused …

April 2021

Black Consumers: Digital Trends & Impact of COVID-19 One Year Later - US

"Black consumers are enthusiastic adopters of digital technology and this remained true even throughout the incredible difficulties of the pandemic. Many became more dependent on technology during this time and spent more on upgrading their services and hardware. Going forward, Black consumers will remain an important audience for tech products ...

Hispanics: Digital Trends & Impact of COVID-19 One Year Later - US

"The COVID-19 pandemic expanded the base of Hispanics relying on technology more than ever before, creating opportunities for increasing engagement and electronic products upgrades. Hispanic Millennials lead the way embracing tech innovation, but older Hispanics should follow soon as they are learning to get the most out of their current ...