



March 2013

Hispanic Consumers' Diet and Wellness - US

"The Hispanic population has the second highest rate of being overweight or obese in the U.S., falling second to African-Americans. This is leading to health conditions like diabetes and hypertension, which are causing more Hispanics to search out foods and health services that can help manage illness. Hispanics are ...

Black Consumers' Diet and Wellness - US

"Black consumers exhibit the highest incidence of obesity and related diseases, but they are doing little to address it. Cultural as well as economic elements play a big role in unhealthy dietary habits and sedentary lifestyle. Creating awareness about the link between diet and food is the key to restoring ...

February 2013

Marketing to Hispanic Moms - US

"From figuring out how to provide nutritional meals on a budget or determining what is 'nutritional,' Latina moms want additional information from the media. Whether it is editorial content or branded advertising, brand messages are not influencing Hispanic moms' purchasing decisions. This begs the question: Do brands understand how ...

January 2013

Black Consumers' Share of Wallet - US

"Black median household income decreased by slightly more than \$2,000 from 2008-11, more so than for any other ethnic or racial group. Yet, prices for everyday essentials such as food, transportation, and utilities continue to rise. This means that Black household budgets are being shifted from discretionary categories such ...