



## September 2019

### Marketing to Black Moms - US

"Black moms accept primary responsibility for all aspects of their children's lives – from household management to their education and entertainment. She is the breadwinner in her home out of necessity, and the sacrifices she makes now drive her to redirect her dreams toward herself in the future. But for ...

### Marketing to Hispanic Moms - US

"Compared to all US women, Hispanic women are more likely to be moms, making their current impact on household purchasing disproportionately stronger than their population share would indicate. Meanwhile, Hispanic moms are raising almost one in four US children, which means their influence will be felt even more strongly among ...

## August 2019

### Black Haircare - US

"The Black haircare market has evolved into regimen maintenance and styling, with chemical product use concentrated among the few who will always be customers. Having chemical-free hair is no longer the big story, but rather how Black consumers' beliefs and perceptions of their hair impacts their personal maintenance, style choices ...

### Bodycare and Deodorant - Hispanics - US

"Bodycare and deodorant are mature categories. Hispanics offer opportunities in personal care, as they use bodycare and deodorant at a similar rate as consumers overall and overindex for using specialized products. Top purchase drivers indicate the need for brands to be readily available with supporting materials at stores with calls ...

## July 2019

### Hispanics and Quick Service Restaurants - US

"The majority of Hispanics claim to be loyal to the QSRs they visit. However, there is only one group – QSR Embracers – that has a positive attitude toward the category, overall. Hispanics in other groups may need confirmation that eating fast food is right for them. Offering healthier options ...

### Consumers and the Economic Outlook Q3: A Look at Both Sides - US

"A lot of coverage has been given to the growing divide between political views in the US. While there may be cultural and moral differences that cause fundamental shifts in beliefs, some underlying concerns, specifically financial ones, are more similar than different. However, if a consumer's personal belief system aligns ...

## June 2019

### Black Consumers and Quick Service Restaurants - US

"Black consumers visit quick service restaurants (ie "fast food" restaurants) because they are easily accessible and also because they offer tasty indulgent food that is okay to eat on occasion. As QSRs introduce menu and technological innovations to compete with other



## Multicultural America - USA



restaurants and drive in foot traffic, Black consumers  
are ...