



## December 2013

### Black Consumers and Personal Care - US

“Black consumers spend a tremendous amount of their discretionary income on looking good, whether we’re talking about apparel, personal care products, or services. The recent recession had little impact on what Black consumers spent in the personal care category. Expenditures have remained stable and in some cases there have been ...

## November 2013

### Black Consumers and Travel - US

“Although Black consumers typically spend less on vacations than other consumers, they are just as likely to travel as non-Blacks. A major reason their travel expenses are lower is the destinations that Black consumers tend to choose. They typically travel to destinations that have a high percentage of Blacks in ...

## October 2013

### The Black Apparel and Footwear Consumer - US

“Black consumers spend a tremendous amount of their discretionary income on apparel and footwear. Although the recent recession did impact apparel expenditures, steady increases have been observed in the last two years. Black consumers tend to be style conscious and follow the latest fashion trends. This consumer loves to shop ...

### Hispanics and Personal Care - US

“In order to grow the Hispanic market, personal care manufacturers need to find new ways to entice Hispanics to try new products and get excited about the shopping experience. Personal care products don’t need to be thought of as a commodity; less acculturated Hispanics still have a long way to ...

### Hispanics and Retail - US

“Hispanics are social shoppers. They enjoy shopping and often shop with family and friends. It is therefore not surprising that recommendations from friends and family are the single most influential factor for Hispanic buyers. Though obviously neither friends nor family, marketers have an opportunity to replicate the influence of kin ...

### The Hispanic Apparel and Footwear Consumer - US

“Hispanics are value-oriented consumers who rather shop at places where they and their families feel comfortable. While offering competitive prices will resonate well with Hispanic consumers, retailers that can create an atmosphere that is welcoming to Hispanics may be able to position themselves favorably in the minds of these consumers ...

### Hispanic Attitudes toward Advertising - US

“The Hispanic population continues to experience growth, primarily due to high birthrates, and this will have a significant impact on the makeup of America. Hispanics will likely experience some tension between coming of age in American society and growing accustomed to the American way of life while concurrently wanting to ...

## September 2013



## **Black Consumers' Attitudes toward Car Buying - US**

“Black car buyers are both aspirational and cash conscious, with an eye on finding a vehicle that will express their personality. While black car buyers say they are keen on selecting a model based on previous experiences, more black respondents say that they plan their next purchase to be a ...

**August 2013**

## **Black Haircare - US**

“Image is everything to Black consumers and they are keenly aware that hair plays a key role in how people view them. In the Black community, there are sensitivities revolving around hair. Today, Blacks are learning to embrace and love their hair. It is likely that natural hairstyles are here ...

**July 2013**

## **Black Consumers and Financial Services - US**

“Given the relatively high rate of unemployment and the impact of the housing crisis, many Black consumers have less-than-perfect credit scores and significantly lower net worth than their White counterparts. According to an article in CNNMoney, White Americans have 22 times more wealth than Black consumers – a gap that ...

## **Hispanics and Travel - US**

“Travel providers are likely to have the most success with Hispanic travelers if promotions focus on their origins. Hispanics tend to travel to and within areas with the largest Hispanic populations, likely a reflection of the fact that they are family-centric and want to be in the places, and with ...

## **Hispanic Consumers and Financial Services - US**

“Engaging with underbanked Hispanics is not a one-off process. Hispanics who do begin using banking products need to be convinced of their ongoing value in order to stay engaged. In addition, Hispanics who do use some banking products can always be educated about other products that they might not be ...

## **Hispanic Consumers' Share of Wallet - US**

“Hispanics have cut back their spending since the last recession, but are still treating themselves to a certain extent. They are also very reluctant to use any kind of debt to pay for things—preferring to pay cash instead.”

**June 2013**

## **Asian American Premium Brand Consumer - US**

## **Hispanics' Attitudes Toward Buying a Car - US**



“Asian American consumers control substantial collective buying power, but cannot be addressed as one group. Because there are multiple languages and multiple generations to address, promoters of luxury goods to Asian audiences would do well to focus on a particular Asian subgroup.”

“Hispanic car buyers are less likely than non-Hispanics to purchase cars through traditional retail channels, and are more inclined to purchase Japanese vehicles over domestic. Automakers and car dealers that want to pick up more sales from this burgeoning car buying class will want to focus on Hispanic youth who ...

## Black Consumers and Dining Out - US

**“Government regulations are making it increasing more important to Black consumers to eat healthy. Menu customization is a way to address the issue. Some restaurants are allowing consumers to get what they want how they want it — this builds a more personal relationship, and allows consumers to choose healthier ...**

### May 2013

#### Asians and Dining Out - US

“Asians enjoy dining out and they have more money to spend at restaurants as compared to the average consumer, and yet many segments of the industry are not fully benefiting from this potential. Asians are family-centric and are healthier eaters with adventuresome tastes and there is much that restaurant operators ...

#### Hispanics and Dining Out - US

“Targeting the Hispanic consumer is difficult because there is not a typical profile. The U.S. Hispanic population is made up of different nationalities, ethnicities, and rates of acculturation. However, the Hispanic population is more likely than non-Hispanics to eat out at restaurants, and more likely to dine out with ...

### April 2013

#### Hispanics and DIY Home Improvement - US

“Strong predisposition toward store and brand loyalty and partiality for shopping with family differentiate Hispanic home improvement DIYers. Likewise, family size is a major consideration, as these households may have special repair and upgrade needs for the home. The large, rapidly growing, and relatively youthful Hispanic population means that increases ...

### March 2013

#### Hispanic Consumers' Diet and Wellness - US

#### Black 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 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 ...*