



September 2011

Blacks and Food: Breakfast, Baking, and Beverages - US

According to the U.S. Census Bureau, the Black population will reach 42.1 million by 2015, an 11.7% increase from 2005. Black buying power is continually on the rise and is expected to climb to \$1.1 trillion by 2014. Higher education levels, and the resulting higher-paying jobs ...

August 2011

Black Haircare - US

The FDMx Black haircare market was not immune to the recession, posting an inflation-adjusted decline of 6% from 2006-10. Despite this cumulative decline, the \$185 million market appears to be on the road to recovery, expected to post its first real-term gain of 4% in 2011. The positive results are ...

July 2011

Media Consumption by the Black Consumer - US

According to the U.S. Census Bureau, by 2015 the Black population will reach 42.1 million, an 11.7% increase from 2005. Further, according to the Selig Center for Economic Growth, Black buying power is on the rise and is expected to climb to \$1.1 trillion by 2014 ...

Hispanic Diet - US

The Hispanic population is large and growing (50.5 million and projected to be 58.9 million by 2015), young (nearly 50% of Hispanic households have children under 18), and represents significant buying power (purchasing power projected to reach more than \$1.4 trillion by 2013). This report looks deep ...

New Generation Latino - US

Out of the total net growth in population from 2006-16, Hispanics will account for 30% of the growth and a large percentage will be under age 35. Currently, 62% of all Hispanics are under 35, versus 47.7% of the total U.S. population. New Generation Latinos (NGLs), Hispanics aged ...

Hispanics and Convenience - US

Though their average household income is less than that of non-Hispanics, Hispanic purchasing power is on the rise and many do not hesitate to spend their money on the things that matter most to them in life. Many Hispanics hold on to the values of a strong work ethic, caring ...