



October 2022

Marketing to Black Moms - US

“Black moms are dynamic in how they choose to present themselves. They are focused on ensuring their children have everything they need and are set up to succeed, yet moms don’t lose sight of the person they are outside of motherhood. Managing pregnancy, identity, and even technology, Black moms have ...

September 2022

Black Consumers: Beauty Trends - US

“When we think of beauty in its essence we think of sights, smells and tastes that are pleasing to us. When thinking of beauty trends for Black consumers we see that their focus is to capture that intrinsic meaning. Black men and women see beauty trends as an opportunity to ...

Marketing to Black Millennials - US

“Millennials as a generation are movers, shakers and change makers, and that same sentiment stands true when we think of Black Millennials. Many elements of their identity are attached to Black culture and society, but Black Millennials are working endlessly to transform the narrative for the Black community and also ...

August 2022

Marketing to Hispanic Millennials - US

“Even in this current economic environment, Hispanic Millennials are optimistic about their financial futures, reflecting a resilient mindset – though there is a clear focus on establishing a solid financial base. The concept of ‘value’ and associated value propositions are shifting, opening the door for businesses to connect with the ...

Multicultural Young Adult Leisure Trends - US

“Multicultural young adults represent a wide variety of incomes and life stages, but among them there is a desire for connection, relaxation and fun. It may be challenging for brands to overcome some of the homebody inertia of the pandemic, but with the right value proposition, such as the promise ...

Multicultural Young Adults & Social Media - US

“The majority of young adults have increased the time spent on social media platforms in the past year and most would find it very difficult to quit. While this level of attention is a strength of the category, brands are underdelivering in turning attention to action, with fewer than half ...

Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...