



January 2017

Hispanics and Alcoholic Beverages - US

"Hispanics' expenditures on alcoholic beverages have experienced significant growth over the past five years due to improving economic conditions that allow for increasing expenditures on discretionary items. Despite this, Hispanics' share of expenditures on alcoholic beverages under index relative to Hispanics' share of the US population, in part because Hispanics ...

November 2016

The Black Premium Brand and Luxury Consumer - US

Black consumers over index vs the general market on buying luxury brands, but it's not necessarily an exercise simply in conspicuous consumption. Several factors drive luxury brand purchase including the need to have agency of their identity, the desire for elevated status among their peers, and a connection to quality ...

Hispanics' Attitudes toward Advertising - US

"Hispanics consume media content using a variety of devices. They expect advertising to be entertaining, as they prefer ads that are engaging and tell a story. This creates a challenge for advertisers, as they may have more success resonating with Hispanics if they can fit their narratives into that context ...

The Asian Premium Brand and Luxury Consumer - US

The market for luxury goods in the US has been estimated at a value of about \$35.3 billion, accounting for about 22% of the luxury goods market in 2015. Japan is in the second position at an estimated \$30.5 billion and a 19% share, followed by Germany and ...

October 2016

Black Consumers - Feeding Their Kids - US

"Black parents, especially moms, are the primary decision makers and influencers when it comes to feeding their kids. Food is love and while she is in control when raising her kids, she is soft at heart and likes to give in to what her children want to eat...within reason. Her ...

Hispanics - Feeding Their Kids - US

"When feeding their kids, Hispanic parents want to feel in control. However, that is not always possible as the foods they feel comfortable serving their kids are not the same their kids like and Hispanic parents need to make compromises. The discrepancies in expectations can create some tension when kids ...

Asians' Attitudes toward Advertising - US



Multicultural America - USA



"By 2021, the Census Bureau estimates that there will be 20.3 million Asians living in the US, or 6% of the US population. This group's influence far outweighs its size however, making it critical for advertisers of all types to develop strategies for reaching Asian consumers. On average, Asians ...