



April 2022

Black Consumers: Foodservice & Delivery - US

“For Black consumer, there is opportunity to create unique marketing approaches and product and service offerings for Black consumers by segment. Families and seniors have a relationship with foodservice that is heavily influenced by health and lifestyle, while higher income families offer diverse opportunity for foodservice providers due to increased ...

March 2022

Hispanics and Health - US

“While the COVID-19 pandemic was disruptive to the lives of US Hispanics, it was also disruptive to their approach to health, presenting an opportunity to resonate with this group in a more impactful way than ever before. Nearly half of Hispanic adults say the pandemic changed their health habits, suggesting ...

Diversity in Gaming - US

“Overall, gamers feel that representation and diversity is a positive force. For brands, this also represents an opportunity to give players what they want and gain goodwill, as inclusivity only seems to increase players’ likelihood to purchase games if done in a respectful and authentic manner.”

– Brian Benway ...

February 2022

Hispanics and Foodservice & Delivery - US

“Engagement with the foodservice sector remains at dampened levels as a focus on savings and safety keep consumers cooking more at home. Restaurants will need to work harder at proving value in tighter financial times. Positively, there’s a desire to regain lost time and celebrate special occasions (big or small ...

Black Consumers' Culture & Community - US

“Many Black adults have positive attitudes toward their heritage and cultural roots. They share an immense pride in their ancestry yet still believe they have the power to control the results of their lives. With deep honor in who they are, many of these same adults are insecure about how ...

Diversity and Inclusivity in Beauty - US

“While the beauty industry has made strides in recent years to be more inclusive, there is still work to be done. Consumers continue to feel that there are unrealistic standards of beauty, and some groups feel entirely ignored by brands. As a result, consumers are increasing expecting brands to change ...

January 2022



Hispanic Consumers' Culture & Community - US

"When Hispanics evaluate how they relate to their groups and communities, their relationships with family and Hispanic friends stand out as being more meaningful. Since a shared culture and language drive closeness and make a difference, marketers can learn from these relationships as they search for relevance."

Consumers and the Economic Outlook - US

"Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers' financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...