



December 2017

Hispanics and Non-alcoholic Beverages - US

"Hispanic expenditures on non-alcoholic beverages continue to grow at a healthy pace. The challenge for brands in the different categories is to promote trial as Hispanics may not proactively do so due to their satisfaction with the beverages they currently drink. As the markets mature and become fragmented, brands have ...

Hispanics and Healthy Lifestyles - US

"In spite of higher overweight and obesity rates, Hispanics have a generally positive outlook on their personal health. Hispanics take pride in their health but are not necessarily willing to make changes to ensure a healthier life. A combination of complacency and confidence could prevent Hispanics from implementing new initiatives ...

Black Consumers and Non-Alcoholic Beverages - US

Black consumers are estimated to spend \$10.9 billion dollars on non-alcoholic beverages in 2017, a 2.3% increase vs 2016. Carbonated beverages rank first in sales among Black households, even while these consumers switch to healthier as well as naturally sweet beverages to quench their thirst and please their ...

November 2017

Lifestyles of Multicultural Young Adults - US

Young adults ages 18-34 make up close to a quarter of the US population. From a demographic perspective, they are noticeably more diverse than older generations and will continue to become even more so in the years ahead. In this Report, Mintel provides an in-depth understanding of how this group ...

Hispanic Consumers and Dining Out - US

Hispanic expenditures on dining out reached \$70.9 billion in 2017, a 28% increase since 2012. The challenge for restaurants is to stand out in a fragmented market where Hispanics have multiple options to choose from. Location, flavor, value, and atmosphere can make a difference in restaurant selection as Hispanics ...

October 2017

Consumers and the Economic Outlook: Quarterly Update - US

"The US economy remains strong and stable, maintaining most levels it held last quarter. Consumer outlook is still optimistic and positive, but differences in age and income level reveal different motivations for improving the current state of a consumer's finances. Few predict that their financial situation will change much over ...

Black Consumers and Shopping for Groceries - US

"Product prices and selection are key drivers for where and when Blacks shop, but they are proud of their ability to maximize their budget while buying the brands and products they want on their list. Retailers that offer a pleasant atmosphere and convenience are included in their shopping routine, but ...



Hispanics and Shopping for Groceries - US

"In an increasingly competitive landscape, value-oriented Hispanics shop at a variety of store types in any given week. As each grocery retailer defends its turf, the challenge is to keep shoppers in the store longer and make them notice categories they typically associate with other stores. Creating product-store-value associations is ...