



September 2023

Marketing to Black Millennials - US

"Black Millennials are at peak adulthood and their perspectives on life reflect such. As Millennials age, they are showing that their needs are similar to that of any adult who is building a career, raising a family, or both. Black Millennials are in need of supports for their respective life ...

Marketing to Asian Moms - US

"Asian moms may seem to have it all: they are on average more affluent, more educated and more likely to be living with a spouse than other moms. At the same time, they are also the most likely to admit they feel overwhelmed with the responsibilities of being a parent ...

August 2023

Marketing to Hispanic Millennials - US

"Hispanic Millennials experience satisfaction in their lives, but they also face high levels of anxiety and frustration. Notable variations exist among younger and older Millennials making it crucial to avoid one-size-fits-all campaigns in crafting relatable marketing messages that resonate with their unique lifstage. Financial stress emerges as their primary concern ...

Marketing to Black Gen Zs - US

"For Black Gen Zs, the sentiment towards the future is that it's going to be a hard, bumpy ride. Being focused on establishing careers, they're aiming high and targeting homeownership – a visible sign of financial security. They'll need help getting there given their lifstage, but beyond that, because they ...

Hispanic Beauty Consumer - US

"Hispanic consumers are highly engaged in at-home beauty and personal care treatments and resort to going to a salon when they lack the skills to get good results. Overall, at-home BPC brands attract consumers because of their price point, but specific segments are motivated by different variables, including ease of ...

Marketing to Asian Millennials - US

"Asian Millennials have influence beyond their numbers, thanks to their high income and education levels and growing cultural clout. However, this audience is far more complex than it seems, with numerous languages, cultures and socioeconomic factors at play. With Asians all too often left unrepresented, targeted, authentic campaigns can help ...

July 2023

Multicultural America: Cleaning the Home - US

Consumers and the Economic Outlook - US



Multicultural America - USA



“Black and Hispanic Americans are more likely than average to carry the sole responsibility of cleaning the home and shopping for cleaning products, with women and moms, in particular, shouldering outsized responsibility. While enjoyment isn’t absent, support would be welcomed, including support from brands in the form of product convenience ...

“The economic sentiment for most of last year was that the US was headed towards a downturn, as inflation ran rampant in tandem with quickly rising interest rates. Over a year from when prices peaked at a more than 40-year high, however, the US economy has continued to defy the ...

Upcoming Reports

Black Beauty Consumers - US - 2023

Black Haircare - US - 2023