

Black Consumers: Approach to Health & Wellness - US - January 2021

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“Black consumers recognize the importance of living a healthy lifestyle and seek information to maintain or improve their physical and mental wellbeing.”
- **Toya Mitchell, Senior Multicultural Analyst**

This report looks at the following areas:

- The impact of COVID-19 on Black consumers' health, their mitigation efforts and reaction to the vaccine
- Black consumers' growing recognition and importance of mental health wellbeing
- Healthcare resources and professionals entrusted to provide information and treatment across health conditions
- How Black consumer health and wellness segments manage their health and determine the value of services and treatment options

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Black consumers are willing to engage a variety of medical sources to maintain wellness

Some Black consumers will not seek professional treatment even with access to healthcare

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