

Black Consumers: Leisure & Entertainment – US – 2021

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This report looks at the following areas:

- The impact of COVID-19 on Black consumer behavior in the leisure and entertainment category
- Black consumer attitudes regarding how they spend their free time
- Black consumer participation in leisure activities such as watching TV and streaming video, reading, hobbies and shopping
- Strategies entertainment companies can use to attract a broader Black audience

Black artists play a critical role in shaping culture and trends in the US, and Black consumers' interests in entertainment and leisure activities can also be very influential. Currently, this important consumer group is still recovering from a historic pandemic that had a particularly devastating impact from both a health and an economic perspective, making lower cost and in-home entertainment the primary focus. In this Report, Mintel examines Black consumers' changing attitudes around leisure and entertainment in the wake of the pandemic and identifies areas for building loyalty and growth.



"After a difficult year with the pandemic and social justice tragedies, the Black community will take some time to recover and heal. Leisure and entertainment can play an important part in this process, with digital entertainment and streaming receiving a significant boost during lockdowns."

- Dana Macke, Director of Consumers & Culture

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