

Black Consumers: Digital Trends & Impact of COVID-19 One Year Later - US - April 2021

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“Black consumers are enthusiastic adopters of digital technology and this remained true even throughout the pandemic. Many became more dependent on technology during this time and spent more on upgrading services and hardware. Going forward, Black consumers will remain an important audience for tech products, particularly including smartphones and gaming consoles.”
– Fiona O’Donnell, Director – Multicultural

This report looks at the following areas:

- The composition and spending power of the Black consumer audience and how it shapes their need for digital products.
- The impact of COVID-19 on Black consumers’ purchase and usage behavior for digital devices and services.
- How tech companies are seeking to connect with Black consumers.
- Market opportunities for digital products amongst the Black consumer audience.

Throughout the COVID-19 crisis, digital technology has literally been a lifeline for consumers. These tools have been particularly critical for Black consumers, who have been disproportionately impacted by both the health and economic consequences of the pandemic. Meanwhile, the Black Lives Matter movement has made staying informed and connecting with community more essential than ever for Black consumers. In this Report, Mintel examines Black consumers’ purchase and usage patterns for digital devices and communication services, showing how COVID-19 has affected these trends and how brands can best connect with this important audience.

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DID YOU KNOW?

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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