



Marketing to Black Millennials - US - 2021

Report Price: £3254.83 | \$4395.00 | €3662.99

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This report looks at the following areas:

- The impact of COVID-19 on Black Millennials' consumer behavior
- Black Millennials' attitudes toward corporate responsibility
- Use and perceptions of social media platforms among Black Millennials
- Strategies for reaching Black Millennials with advertising

The pandemic has not affected all consumers equally, and some Black Millennials endured significant financial and emotional losses in 2020. Recovery will be more prolonged for these consumers than their peers. In the meantime, they will seek brands that can help them stick to tighter budgets and demonstrate support for the Black community.



“Black Millennials have been impacted by the pandemic more negatively than their peers. As a result, it will take these consumers a bit longer to reach a post-pandemic ‘next normal.’ Brands can support these consumers by acknowledging their reality and expressing support for their community.”

– Dana Macke, Associate Director, Lifestyles and Leisure

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Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **Definition**
- **Scope**
- **Market context**
- **Economic and other assumptions**
- **COVID-19: US context**

EXECUTIVE SUMMARY

- **Top takeaways: what Black Millennials want**
- **Market overview**
Figure 1: Estimated US Millennial population by race, in millions, 2021
- **Impact of COVID-19 on Black Millennials**
Figure 2: Short, medium and long term impact of COVID-19 on Black Millennials, 2021
- **Opportunities and challenges**
- **Not all Black Millennials face the same financial challenges**
Figure 3: Self-reported state of financial health, by household income, 2021
- **Black Millennials show support for companies that support them**
Figure 4: Drivers of brand loyalty, by generation, 2021
- **Multiple strategies will work to reach Black Millennials online**
Figure 5: Preferred advertising channels, 2021
Figure 6: Attitudes toward influence of social media influencers and celebrities, 2021
Figure 7: Attitudes toward advertisements, by generation, 2021

TARGET AUDIENCE – KEY TAKEAWAYS

- **An audience of more than 11 million consumers**
- **Lower educational attainment puts Black Millennials at a disadvantage**
- **Black Millennial budgets will be tighter for a while**

BLACK MILLENNIALS BY THE NUMBERS

- **One in four Black Americans is a Millennial**
Figure 8: Estimated US Millennial population by race, in millions, 2021

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Figure 9: Estimated US resident population, 2021

- **Impact of COVID-19 on Black Millennials**
- **COVID-19 reduced Black adults' life expectancy**
- **Lower COVID-19 vaccination rates among communities of color**
- **Youngest Black Millennials hit hardest by job losses**

Figure 10: Unemployment rate of the civilian noninstitutional population by race, seasonally adjusted, 2020-21

Figure 11: Unemployment rate of the civilian noninstitutional population by race, seasonally adjusted annual averages for 2020

- **Just over one third of Black Millennials feel their financial situation is healthy**

Figure 12: Self-reported state of financial health, by household income, 2021

CHARACTERISTICS OF BLACK MILLENNIALS

- **Not all Millennials are on the same trajectory**
- **Marriage**
Figure 13: Married share of the population, 2010-20
- **Children**
Figure 14: Households with related children under 18 in the household, by race and Hispanic origin of householder, 2020
Figure 15: Households, by detailed type, 2020
- **Other Millennials out-earn their Black peers**
Figure 16: Median household income, by age of householder, 2019
- **Education helps, but still doesn't close the gap**
Figure 17: Percentage of people aged 25 years and over who have completed college, by race, 2020
Figure 18: Mean annual earnings of workers aged 18 years and over, by educational attainment, 2019
- **One in five Black Millennials becomes a homeowner by the age of 30**
Figure 19: Homeownership rates by age of householder, Q1 2021

MARKET FACTORS

- **Among Black Millennials, unemployment rate remains above 8.5%**
- **Employment trends in the near future will vary by state**
- **Overall income will remain lower**

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Figure 20: Unemployment rate of the civilian noninstitutional population aged 25-39, by race, 2021

- **Consumer prices are edging upwards**

Figure 21: Consumer Price Index change from previous period, 2020-21

- **Black consumers are avid social media users**

Figure 22: Social media use, at least daily, among total and Black adults, 2021

COMPANIES AND BRANDS – KEY TAKEAWAYS

- **Significant potential to reach this audience online**
- **Sephora sets an example for all beauty retailers**
- **Mintel Trend Driver Rights offers opportunities**

COMPETITIVE STRATEGIES

- **Partnering with Black influencers**
Figure 23: Attitudes toward influence of social media influencers and celebrities, 2021
- **Spotlight on The Crib Around the Corner**
Figure 24: AT&T-sponsored TikTok channel for Black creators, 2021
- **Corporate commitments to underserved communities**
- **Pledging support to Black-owned beauty brands**
Figure 25: Attitudes toward grooming and personal appearance, by generation, 2021

MARKET OPPORTUNITIES

- **Mintel Global Trend Drivers**
Figure 26: Mintel Global Trend Driver, Rights
- **Continue to empower Black Millennials**
Figure 27: Drivers of brand loyalty, by generation, 2021
- **Respect Black Millennials' needs**
- **Relaxation**
Figure 28: Activities that Black Millennials wish they had more time to do, 2021
- **Education**
Figure 29: Percentage of Black Millennials who wish they had more time to learn new skills, 2021
- **Protect Black Millennials' right to data privacy**
Figure 30: Attitudes toward trustworthiness of social media sites, 2021

THE CONSUMER – KEY TAKEAWAYS

- **Privacy is important to Black Millennials**

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Powerpoint Presentation

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- Brands can boost affinity by interacting with individuals online
- Social media advertising offers best opportunity to reach Black Millennials
- Communicating value is essential for building brand loyalty

CORPORATE RESPONSIBILITY

- Black Millennials expect brands to respect privacy and pay a living wage
- TURF analysis
Figure 31: TURF analysis – Corporate responsibility, 2021
- Compared to men, women hold brands to a higher standard
Figure 32: Attitudes toward corporate responsibility, by gender, 2021
- Two thirds of Black adults see benefit in boycotting
Figure 33: Agreement that boycotting brands is sometimes necessary, by generation, 2021

SOCIAL MEDIA USE AND PERCEPTIONS

- Brands can show they care by engaging with consumers on social media
Figure 34: Attitude toward brands engaging with consumers on social media, 2021
- YouTube gets top ratings among Black Millennials
Figure 35: Social media associations, 2021
- Black Millennials more engaged with Twitter than other Millennials
Figure 36: Twitter associations, 2021
- Facebook, Twitter and Instagram get negative ratings from a small group of Black Millennials
Figure 37: Correspondence analysis – Symmetrical map – Social media associations, May 2021

ADVERTISING APPROACHES

- Social media is best way for marketers to reach Black Millennials
- Advertising associated with video and television content is also effective
Figure 38: Preferred advertising channels, 2021
- Interest in online video ads strongest among Millennials
Figure 39: Preferred advertising channels, by generation, 2021
- Two thirds of Black Millennials okay with ad-supported streaming content

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Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 40: Attitudes toward advertisements, by generation, 2021

BUILDING BRAND LOYALTY

- Value motivates brand loyalty**

Figure 41: Mintel Global Trend Driver, Value

Figure 42: Drivers of brand loyalty, 2021

- Affordability**

Figure 43: Drivers of brand loyalty, by self-described financial situation, 2021

- Trust and dependability**

- Spotlight on: Clorox**

Figure 44: Making Game Time Safer | NBA + WNBA + Clorox, 2021

- Black Millennial shoppers are driven by habit**

Figure 45: Percentage of Black adults who tend to make shopping decisions out of habit, by generation, 2021

Figure 46: Percentage of Black adults who tend to make shopping decisions out of habit, by generation, 2021

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources**
- Consumer survey data**
- Abbreviations and terms**
- Abbreviations**
- Terms**

APPENDIX – THE MARKET

Figure 47: US population by generation and race/Hispanic origin, 2021

Figure 48: Unemployment rate of the Black/African American civilian noninstitutional population by gender, seasonally adjusted, 2020–21

Figure 49: Mean annual earnings of workers aged 18 years and over, 1975–2019

APPENDIX – THE CONSUMER

Figure 50: Attitudes toward corporate responsibility, 2021

- TURF methodology**

Figure 51: Table – TURF analysis – Corporate responsibility, May 2021

What's included

Executive Summary

Full Report PDF

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Powerpoint Presentation

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