

# Marketing to Black Millennials - US - 2021

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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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### What's included

- Executive Summary
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