

Black Consumers and Dining Out - US - May 2013

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“Government regulations are making it increasingly more important to Black consumers to eat healthy. Menu customization is a way to address the issue. Some restaurants are allowing consumers to get what they want how they want it — this builds a more personal relationship, and allows consumers to choose healthier items. Authenticity and sustainability are also growing in importance.”

– Tonya Roberts, Multicultural Analyst

In this report we answer the key questions:

- Could rising beef prices negatively impact fast food restaurant sales?
- Will government push toward healthy eating drive menu options?

Black spending power is growing, and spending in restaurants is stable. Despite lower household income than other consumer groups, Black consumers are eating out far more often. According to the 2010 U.S. Census, reverse migration is occurring with more Black people moving from other parts of the country back to the South. This will no doubt have a major impact on the restaurant industry as many are either falling in love again with Southern cuisine or will be an inspiration for the types of food they are accustomed to come to the South.

Black consumers are more likely to suffer from a wide array of health issues, but most are not willing to sacrifice the foods they love to either prevent the onset of diseases or to manage them by eating a healthy diet. This consumer group needs to be convinced that healthier menu options don't have to taste bad and can be flavorful. In addition, Black consumers seek control so the idea of being able to customize their meal or what is on their plate gives them a sense of choice and control.

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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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