Black Consumers and Personal Care - US - December 2013

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Black consumers spend a tremendous amount of their discretionary income on looking good, whether we're talking about apparel, personal care products, or services. The recent recession had little impact on what Black consumers spent in the personal care category."

– Tonya Roberts, Multicultural Analyst

This report looks at the following areas:

- Given economic changes, are Black consumers still buying brand name products or are they finding greater value in private label or store brands? Are they shopping differently?
- What influences their purchases?
- How important is image and self-perception as compared to other groups?
- Given the importance of image to Black consumers, to what extent do personal care products play a role in helping to shape the image they want to project to others?
- Are their product needs being met?
- What role does scent play?

African-Americans represent 13% of the US population and have shown significant population growth in recent years. Black consumers tend to be younger, female-headed households and larger households than the general market. Despite lower household incomes and higher unemployment rates, Black spending power is expected to rise, with a much higher growth rate than what's expected for White consumers. Black consumers have a higher propensity to use some personal care products, especially brand name and scented products.

The importance of personal care products to this consumer is rooted in their strong desire to look and smell their best at all times. Both their own image as well as their family's image are extremely important to them, indicating an opportunity for personal care product companies who know how to reach these consumers.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Table of Contents

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.