

Marketing to Black Moms - US - September 2015

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"Black moms control the purse strings of the more than \$1 trillion buying power in the Black community. While moms may make the ultimate call on purchases, her children influence what she buys because she wants them to provide them with the things she may not have had while growing up. In the home, she's the queen of her castle and runs a tight ship."

Tonya Roberts, Senior Multicultural Analyst

This report looks at the following areas:

- Moms need help with carving out time for themselves
- Her children are a reflection of her
- Her home is her castle, she needs help maintaining it
- Black moms are sparse in advertising – May impact long-term sales for brands

Definition

This report provides a picture of perceptions and attitudes of Black moms to understand how they make purchase decisions for their families and children.

For the purposes of this report, moms are defined as female parents or guardians of children younger than 18 living in the home.

This is one of many reports that Mintel has produced on marketing to moms. Readers may also be interested in Mintel's *Marketing to Moms – US, September 2015*, *Marketing to Hispanic Moms – US, September 2015*, and *Marketing to Asian Moms – US, September 2015*.

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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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