

Black Consumers' Diet and Wellness - US - March 2016

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"Black consumers are disproportionately impacted by certain health conditions and diseases, such as heart disease, diabetes, hypertension, and obesity. They have a very positive view of their overall health. At the same time, they admit they need help and turn to media for solutions, which presents an opportunity for marketers as well as healthcare providers and health insurers."
 Tonya Roberts, Multicultural Analyst

This report looks at the following areas:

- Despite evidence to the contrary, most rate themselves as healthy, overall
- Blacks disproportionately impacted by obesity and other chronic diseases
- Some obstacles to wellness more prevalent in the Black community
- Costs of wellness – Time and money – May not be affordable

Definition

This Report aims to explain in detail what Blacks think about diet and wellness, including how they perceive their own health and weight and their attitudes about healthy lifestyles, including diet and exercise. The Report also includes an analysis of Blacks' motivations for achieving these goals and the barriers preventing them from doing so. For the purposes of this Report, Mintel considers the following:

- Diet is not defined as weight loss, rather it is more about what is consumed that impacts overall health.
- Wellness includes overall wellbeing, not just physical health.

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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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