

## Marketing to Black Moms - US - September 2016

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"Black moms are the information gatekeepers, product and service decision makers, and the representative of her household. Although she is stretched across her parental and personal responsibilities, she takes comfort in knowing that her village – headed by her mom – will serve as a guidepost and help her make decisions to ensure her children are safe and grow up to be well-rounded adults."  
**- Toya Mitchell, Multicultural Analyst**

This report looks at the following areas:

- **Most Black moms are raising their children as a single parent**
- **The village, headed by her mom, is crucial to her family's success**
- **Education and career are the foundation of a better life**

This Report discusses Black moms' perceptions of parenting resources and attitudes and investigates the challenges and concerns Black moms face.

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 2016*, *Marketing to Hispanic Moms – US, September 2016*, and *Marketing to Black Moms – US, September 2015*.

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### DID YOU KNOW?

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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Her barometer for a "typical" mom is different than her counterparts, and she's confident she's doing better than most. Life can be better, but she's grateful for what she's able to accomplish on her own

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