

Black Consumers' Snacking Preferences - US - February 2019

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"Black consumers strive to maintain or improve their health through diet, and their snack preferences are no exception. Buying healthy snacks for the home is the goal, but taste is equally important, especially when this consumer eats snacks to reset their mood. Brands and retailers that drive awareness of new snacks that are healthy and tasty can spur trial among consumers."

- Toya Mitchell, Multicultural Analyst

This report looks at the following areas:

- Black snack segments are defined by their overall diet and reasons for snacking
- Fresh fruit is the preferred snack for all
- Black consumers tend to choose the same snacks, but open to change
- Sweet snacks are the go-to food to soothe feelings

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

Overview

The issues

Black snack segments are defined by their overall diet and reasons for snacking

Figure 1: Black snacker segments, November 2018

Fresh fruit is the preferred snack for all

Figure 2: Snacks consumption, total and Black, November 2018

Black consumers tend to choose the same snacks, but open to change

Figure 3: Salty and sweet snack behavior, snack information sources, and attitudes toward snacking – healthy choices, November 2018

Sweet snacks are the go-to food to soothe feelings

Figure 4: Correspondence analysis – Symmetrical map – Snack type occasions, November 2018

What it means

The Market – What You Need to Know

The Black population will remain flat amidst falling birth rates across all groups

Black household income is lower than the average, but has little impact on food purchase

Black consumers' snack consumption on par with the general market, but flavor and purpose varies

The Black Population by the Numbers

The Black population holds steady at 13% of the total

Figure 5: Population by race and Hispanic origin, 2013-23

Nearly six in 10 Black households are headed by a single person

Figure 6: Household composition by detailed type, total and Black, 2018

One third of Black households include children

Figure 7: households with related children, by race and Hispanic origin of householder, 2018

Market Factors

Single-headed households drive lower than average income

Figure 8: Household income distribution by race and Hispanic origin of householder, 2017

Market Perspective

Salty products are the quintessential snacks for everyone

Figure 9: Salty snack consumption, total and Black, April 2017-June 2018

Figure 10: Potato chip flavor types, total and Black, April 2017 – June 2018

Black teens' salty snack consumption mirrors that of adults

Figure 11: Teen salty snacks consumption, total and Black, April 2017-June 2018

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Black adults treat themselves to sweets, but curb their kids' consumption

Figure 12: Sweet snacks Consumption, total and Black, April 2017-June 2018

Figure 13: Teen sweet snacks consumption, total and Black, April 2017 – June 2018

Ice cream is an indulgence and worth the sacrifice...in the moment

Figure 14: Ice cream types, total and Black, April 2017-June 2018

Cookies are consumed for snacking and dessert recipes

Figure 15: Ready-to-eat cookie types, total and Black, April 2017-June 2018

Full-size chocolate candy is just enough to pacify stress

Figure 16: Chocolate & other types of candy consumption, total and Black, April 2017-June 2018

Processed fruit is second best to the real thing

Figure 17: Processed fruit snack consumption, total and Black, April 2017-June 2018

"Healthier" snacking is achieved through portion control vs ingredients

Figure 18: Diet/calorie controlled snack consumption, total and Black, April 2017-June 2018

Key Trends – What You Need to Know

Black consumers shun better-for-you snacks

Snack consumption extends beyond the typical fare

Retailers bet on converting snack consumers to store brand

What's Happening?

Better-for-you and new snack forms do not resonate due to low awareness and taste perceptions

Fast food restaurants look to include snackers as customers

Walmart expands private-label snack portfolio

Figure 19: Great Value salty snack introductions, 2016-18

The Consumer – What You Need to Know

Black snacking groups segmented by overall dietary habits and triggers

Fresh fruit satisfies hunger, but packaged snacks offer emotional relief

Most Black consumers remain loyal to their snack of choice, but buy them on impulse

Awareness of new snacks starts in stores

Black consumers struggle between choosing healthy vs tasty snacks

Black Consumer Snacking Segmentation

Everyone snacks, but product preferences and motivation varies

Figure 20: Black snacker segments, November 2018

Health-Conscious Snackers eat snacks as part of a healthy diet

Figure 21: Profile of Health-Conscious Snackers, November 2018

Indulgent Snackers eat what they want regardless of impact on health

Figure 22: Profile of Indulgent Snackers, November 2018

Motivated Snackers only consider snacks that are both healthy and tasty

Figure 23: Profile of Motivated Snackers, November 2018

Conflicted Snackers want to eat healthy, but resort to eating indulgent snacks

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Figure 24: Profile of Conflicted Snackers, November 2018

Segments' approaches to snacking indicative of their overall dietary habits

Figure 25: Black snacker segments, by healthy diet spectrum, November 2018

Snacks Consumption

Fresh fruit tops packaged snacks consumption

Figure 26: Snack consumption, total and Black, November 2018

Younger consumers eat few snack types; older consumers eat more natural snacks

Figure 27: Snack consumption, by age group, November 2018

Moms are more likely to buy a variety of snacks for the home

Figure 28: Snack consumption, by gender and parental status, November 2018

Mixed healthy dieters and those who fall to bad habits eat the most snack types

Figure 29: Snack consumption, by healthy diet spectrum, November 2018

Salty Snacks Behavior

Product preferences are more entrenched among Black snackers

Figure 30: Salty snacks behavior, total and Black, November 2018

Moms are more likely to buy on impulse, but dads check labels before buying

Figure 31: Salty snacks behavior, by gender and parental status, November 2018

Budget-conscious shoppers less likely to buy on impulse or try new snacks

Figure 32: Salty snacks behavior, by household income, November 2018

Older consumers are entrenched in their snack choices, and more likely to buy on impulse

Figure 33: Salty snacks behavior, by age group, November 2018

Sweet Snacks Behavior

Sweet snacking occasions drive greater impulse buying...and guilt

Figure 34: Salty and sweet snacking behavior, November 2018

Moms feel greater guilt when eating sweets; dads are less likely to read labels

Figure 35: Sweet snacking behavior, by gender and parental status, November 2018

Middle-aged women like to try new and indulgent snacks, but regret later

Figure 36: Sweet snacking behavior, by female age groups, November 2018

Parents balance their sweets consumption with being an example for the kids

Figure 37: Sweet snacks consumption, by kids' age group, November 2018

Snack Type Occasions

Fresh fruit is an anytime snack, but sweet snacks are a special treat

Figure 38: Snack type occasions, November 2018

Sweet snacks fill an emotional void; salty snacks are easy to pick up and go

Figure 39: Correspondence analysis – Symmetrical map – Snack type occasions, November 2018

Segments with firm diet considerations will also treat themselves to sweets

Figure 40: Snack type occasions – to treat myself, by Black consumer snack segments, November 2018

Segments that struggle with their diet cave into their snack cravings

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Figure 41: Snack type occasions – To satisfy a craving, by Black consumer snack segments, November 2018

Segments who attempt to be healthy eat fresh fruit as their go-to snack

Figure 42: Snack type occasions – to satisfy hunger, by Black consumer snack segments, November 2018

Snack Information Sources

In-store product placement and promotion drive consumer trial

Figure 43: Snack information sources, November 2018

Middle-income consumers' exposure to snack innovation drives interest

Figure 44: Snack information sources, by household income, November 2018

Moms learn about snack advertising from messaging; dads gravitate towards packaging

Figure 45: Snack information sources, by gender and parental status, November 2018

As kids' palates and choices develop, so does their influence on what their parents buy

Figure 46: Snack information sources, by kids' age groups, November 2018

Attitudes toward Snacking

Ambitious healthy snacking goals test desire for taste

Figure 47: Attitudes toward snacking, November 2018

Life stage and product availability impacts attitudes toward healthy snacks

Figure 48: Attitudes toward snacking, by age group, November 2018

Diet perception and practice vary by segment

Figure 49: Attitudes toward snacking, by Black snacker segments, November 2018

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

Appendix – The Consumer

Figure 50: Salty snack consumption, total and Black, April 2017-June 2018

Figure 51: Potato chip flavor types, total and Black, April 2017-June 2018

Figure 52: Teen salty snacks consumption, total and Black, April 2017-June 2018

Figure 53: Sweet snacks Consumption, total and Black, April 2017-June 2018

Figure 54: Teen sweet snacks consumption, total and Black, April 2017-June 2018

Figure 55: Ice cream types, total and Black, April 2017-June 2018

Figure 56: Ready-to-eat cookie types, total and Black, April 2017-June 2018

Figure 57: Chocolate & other types of candy consumption, total and Black, April 2017-June 2018

Figure 58: Processed fruit snack consumption, total and Black, April 2017 – June 2018

Figure 59: Diet/calorie controlled snack consumption, total and Black, April 2017-June 2018

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