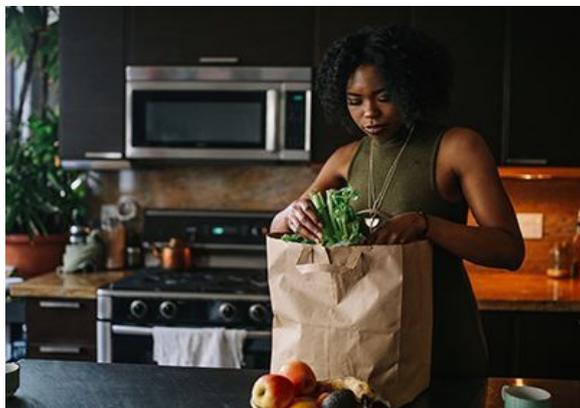


Black Consumers and Shopping for Groceries - US - January 2020

Report Price: £3254.83 | \$4395.00 | €3662.99

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



"While convenience is important, grocery shopping is also a sport for most Black consumers, who are engaged in finding the best deals at the best stores. Shopper segments are based on their attitudes on convenience and further distinguished by how they balance product value between trusted brand names and price."

- **Toya Mitchell, Senior Multicultural Analyst**

This report looks at the following areas:

- Black shopper segments highlight different levels of engagement
- Black consumers enjoy looking for deals, but less likely to use coupons
- Walmart and supermarkets lead grocery retailing, third choice locations based on budget and convenience
- Price leads value proposition, but other product attributes are important based on category

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Black Consumers and Shopping for Groceries - US - January 2020

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Table of Contents

Overview

What you need to know

Definition

Executive Summary

Market overview

Top takeaways

Key Takeaway Video

The insights

Black shopper segments highlight different levels of engagement

Figure 1: Black grocery shopping segments, October 2019

Black consumers enjoy looking for deals, but less likely to use coupons

Figure 2: Coupon source, total vs Black, April 2018-June 2019

Walmart and supermarkets lead grocery retailing, third choice locations based on budget and convenience

Figure 3: Preferred grocery shopping locations, by rank, October 2019

Price leads value proposition, but other product attributes are important based on category

Figure 4: Center of the store non-edible and food/drink purchase factors, October 2019

What it means

The Market – What You Need to Know

Black households reflect more diverse composition vs total US

Grocery spending reaches an estimated \$63 billion in 2019

Black grocery spending as share of disposable income is similar to total

Flat food prices expected to hold through 2020, with increases in several categories

Black consumers enjoy deals, but lag in coupon use

The Black Population by the Numbers

Black population holds steady at 44 million people

Figure 5: US population by race/Hispanic origin, 2019

Greater diversity in Black household structure impacts shopping responsibility

Figure 6: Household type by race/Hispanic origin, 2019

Same number of adults, but more children in Black families

Figure 7: Average number of people per family household, by race/Hispanic origin, 2019

Most Black people live in the South

Figure 8: Distribution of the Black population, by census region, 2018

Figure 9: Migration flow to census region by total and Black population, 2017-18

Market Size

Flat grocery spending belies Black shopping behavior

Figure 10: Black household spending on groceries*, at current prices, 2014-19

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Black Consumers and Shopping for Groceries - US - January 2020

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Figure 11: Black household spending on groceries*, at inflation-adjusted prices, 2014-19

Market Breakdown

Black household grocery spending share on par with total for food and drink and household

Figure 12: Share of Black households' spending on groceries – by segment, indexed to all, 2019

Figure 13: Black household spending on groceries*, by segment, at current prices, 2014-19

Food expenditures account for two thirds of grocery spending

Figure 14: Black household spending on food and drink*, at current prices, 2014-19

Figure 15: Black household spending on food and drink*, at inflation-adjusted prices, 2014-19

Black consumer spending on household goods reflect home size and cleaning behavior

Figure 16: Black household spending on household goods and cleaning products*, at current prices, 2014-19

Figure 17: Black household spending on household goods and cleaning products*, at inflation-adjusted prices, 2014-19

Black women are buying beauty products along with other grocery items – for now

Figure 18: Black household spending on HBC products*, at current prices, 2014-19

Figure 19: Black household spending on HBC products*, at inflation-adjusted prices, 2014-19

Market Factors

Food prices flat across categories with few exceptions

Figure 20: Consumer food price indexes, 2017-20

Black households' income increases, but lower than everyone else's

Figure 21: Median household income in current dollars, by race/Hispanic origin, 2008-18

Figure 22: Inflation-adjusted median weekly earnings percent change, by race/Hispanic origin, 2007 vs 2017

Market Perspective

Walmart, distantly followed by Kroger, top grocery store visits

Figure 23: Top 15 supermarkets and food stores shopped, total vs Black, April 2018-June 2019

Convenience is important to all, but less so among Black shoppers

Figure 24: Attitudes toward shopping, total vs Black, April 2018-June 2019

Brand equity and product expectations drive consideration, promotional offers drive purchase

Figure 25: Shopping behavior, total vs Black, April 2018-June 2019

Lower coupon use may be tied to complicated rules and unappealing brand offers

Figure 26: Coupon usage, by type, total vs Black, April 2018-June 2019

Black coupon users less likely to receive or be aware of offers

Figure 27: Coupon source, total vs Black, April 2018-June 2019

Key Trends – What You Need to Know

Walmart makes changes to improve produce department

Amazon enters crowded, competitive retail category with a standalone store

What to Watch

Walmart overhauls perimeter of store in response to negative consumer perception

Amazon set to launch new grocery chain in 2020

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Black Consumers and Shopping for Groceries - US - January 2020

Report Price: £3254.83 | \$4395.00 | €3662.99

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

The Consumer – What You Need to Know

- Mintel's Black shopper segments' highlight process and willingness to deal shop
- Primary shopping responsibility mirrors the average
- Walmart and supermarkets dominate for retailer preference
- Deal hunting leads the grocery shopping process
- Values differ between food and non-edible packaged products
- Black consumers will forgo brand and store preferences to take advantage of deals

Black Grocery Shopping Segmentation

Grocery shopping attitudes span from enjoyable activity to unavoidable chore
Figure 28: Black grocery shopping segments, October 2019

Variety Shoppers enjoy the experience
Figure 29: Profile of Variety Shopper segment, October 2019

Traditional Shoppers have a honed shopping process
Figure 30: Profile of the Traditional Shopper, October 2019

Chore Shoppers shop where they can find the cheapest product available
Figure 31: Profile of the Chore Shopper, October 2019

Grocery Shopping Responsibility

Black consumers less likely to have help with grocery shopping
Figure 32: Grocery shopping responsibility, total and Black, October 2019

Middle-aged Black women more likely to get some relief
Figure 33: Grocery shopping responsibility, by female gender and age, total vs Black, October 2019

More single Black men have grocery shopping responsibility
Figure 34: Grocery shopping responsibility, by male gender and age, total vs Black, October 2019

Preferred Grocery Shopping Locations

Walmart's product mix and price beats all other grocery outlets
Figure 35: Preferred grocery shopping locations, October 2019

Low-priced, name-brand products drive third-ranked shopping locations
Figure 36: Preferred grocery shopping locations, by rank, October 2019

Bargain shoppers go to Walmart while supermarkets serve an aging clientele
Figure 37: Preferred grocery shopping locations, by age and household income, October 2019

Two thirds of Black southerners shop at Walmart
Figure 38: Preferred grocery shopping locations, by region, October 2019

Grocery Shopping Behavior

Stores with the best deals by category earn Black shoppers' dollars
Figure 39: Grocery shopping behavior, October 2019

Older consumers create and follow a shopping plan prior to their in-store visit
Figure 40: Grocery shopping behavior, by gender and age, October 2019

Affluent householders plan their shopping trips based on product availability

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Black Consumers and Shopping for Groceries - US - January 2020

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Figure 41: Grocery shopping behavior, by household income, October 2019

Center-of-Store Food Purchase Factors

Low prices and taste drive packaged food purchases

Figure 42: Center-of-store food purchase factors, total vs Black, October 2019

Ingredient quality in packaged food is less important for younger Black women

Figure 43: Center-of-store food purchase factors, by female gender and age, October 2019

Figure 44: Center-of-store food purchase factors, by female gender and age, total and Black, October 2019

Middle-aged men place value in product expectation over price

Figure 45: Center-of-store food purchase factors, by male gender and age, October 2019

Figure 46: Center-of-store food purchase factors, by male gender and age, total and Black, October 2019

Affluent households more likely to buy premium packaged foods

Figure 47: Center-of-store food purchase factors, by household income, October 2019

Figure 48: Center-of-store food purchase factors, by household income, total and Black, October 2019

Center-of-Store Non-edible Purchase Factors

Price still rules, but brand trust more important than product attributes

Figure 49: Center of the store non-edible purchase factors, October 2019

Household and personal goods must perform to expectations – food must taste good

Figure 50: Center of the store non-edible and food/drink purchase factors, October 2019

Upper-middle-income households purposefully shop where they know they will find the best products

Figure 51: Center of the store non-edible purchase factors, by household income, October 2019

Parents show concern for the kids' exposure to household product ingredients

Figure 52: Center of the store non-edible purchase factors, by parental status, October 2019

Attitudes toward Grocery Shopping

Getting a deal is important, even if they have to switch brands or stores

Figure 53: Attitudes toward grocery shopping, October 2019

Enjoying the grocery shopping experience is limited to those who can afford to

Figure 54: Attitudes toward grocery shopping – Deal Shopping, by segments, October 2019

Convenience for most is limited to getting in and out of the store

Figure 55: Attitudes toward grocery shopping – Convenience, by segments, October 2019

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

Appendix – The Consumer

Figure 56: Top 15 supermarkets and food stores shopped, total vs Black, April 2018-June 2019

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Black Consumers and Shopping for Groceries - US - January 2020

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Figure 57: Attitudes toward shopping, total vs Black, April 2018-June 2019

Figure 58: Shopping behavior, total vs Black, April 2018-June 2019

Figure 59: Coupon usage, by type, total vs Black, April 2018-June 2019

Figure 60: Coupon source, total vs Black, April 2018-June 2019

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com