

Black Consumers' Loyalty in Automotive: Incl Impact of COVID-19 - US - April 2020

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This report looks at the following areas:

- The impact of COVID-19 on Black consumers' automotive purchasing process
- How Black consumers will approach automotive post-COVID-19 slowdown
- What automakers can do to cultivate loyalty while purchasing is delayed
- Which segments of Black consumers present the most opportunity

This Report explores what factors drive Blacks to purchase a specific car or from a specific automaker over others, as well as their attitudes, habits, and preferences surrounding the automotive industry. The Report also includes an analysis of Mintel Trend Drivers influencing Black consumers' behaviors in regards to loyalty in automotive.



"The automotive industry will be one of the hardest hit by the COVID-19 outbreak and the economic downturn. Past recession periods show that new car sales plummet when the economy contracts. Meanwhile, Black consumers are also disproportionately impacted by job losses and experience greater financial insecurity relative to the total population."

- Madelyn Franz, Research Analyst

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