

Black Consumers and Alcoholic Beverages – Spotlight on Spirits: Incl Impact of COVID-19 – US – December 2020

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This report looks at the following areas:

The COVID-19-related sales increase in early 2020 more than likely won't continue without a return to pre-pandemic business activity, especially as this consumer group faces greater economic and financial hardship in comparison to all consumers.

- How retail alcohol spending by Black consumers benefitted at the expense of on-premise alcohol sales in foodservice and event venues.
- The impact of Black workers' longer economic and financial recovery period on spending in the category.
- How Black consumers' alcohol consumption attitudes vary across consumer segments and opportunities to reach different groups.
- The importance of brand name to Black consumers, and why spirits continue to be popular.



“Alcohol consumption at home is all about the expected experience – the taste of their drink that they want for that exact moment and desired mood. Wine is Black consumers' go-to alcoholic drink; spirits are their secondary, “also drink” choice. For some consumers, spirits are a style accessory that represents their image.”

– **Toya Mitchell** – Senior Multicultural Analyst

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