

# Black Consumers: Non-alcoholic Beverages - CSDs & Juice/Juice Drinks - US - May 2021

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## This report looks at the following areas:

- The impact of COVID-19 on Black consumers' non-alcoholic beverage purchases
- How market factors will impact Black consumers' attitudes and purchasing in the future
- What are the most important qualities Black consumers look for in soda/CSDs and juice/juice drinks
- What brands need to consider beyond product attributes when marketing to Black consumers



“Black consumers are not willing to give up the beverages they like. However, they are interested in trying new beverages and new flavors – as long as they come with an element of the familiar (eg flavor blends).”  
 – Fiona O'Donnell, Director – Multicultural Consumers

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- **COVID-19 boosts the market in the immediate and short term**
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- **Soda/CSDs, fruit juice and RTD iced tea overindex among Black consumers**

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- Focus on the flavor
- Energy drinks can offer a fresh approach – but can also stick to the basics
- Focus on mental stimulation in energy drinks and shots
- Consider alternative functionalities for differentiation

THE BLACK CONSUMER – KEY TAKEAWAYS

- Black consumers buy a variety of non-alcoholic drinks for their households
- Wellbeing, Value and Experiences Trend Drivers at the heart of shifts in buying
- Black consumers have strong associations between drinks and dayparts, occasions
- Black consumers buy soda/CSDs for the bubbles and flavor
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- Sweet and familiar fruit flavors are preferred

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- **Value**
- **Experiences**

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