

Marketing to Black Moms - US - 2021

Report Price: £3695 | \$4995 | €4400

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

This report looks at the following areas:

- The impact of COVID-19 on Black moms.
- Black moms' overall satisfaction with the various aspects of their life over the last year.
- What Black moms consider the most challenging aspects of motherhood.
- Black moms top concern for their children.

Black moms are overall more satisfied with their life than the average US adult. While the majority carry the weight of household, children and financial responsibilities, they have an overall positive attitude and see themselves as resilient. A larger shift in focus on their children has made some of motherhood's most difficult challenges even more difficult over the last year. As they look to the future, they have many concerns for their children that only seem to get more concerning as their children get older.



“Black moms have chosen joy and resiliency, even in the face of a difficult year. Black moms display a deep love for their children, and over the last year have shifted their time and energy to focus even more on their children’s needs. Brands have an opportunity to help Black moms manage their day-to-day life and remind them to spend time to take care of themselves.”

– Ariel Horton, Lifestyle and Leisure Analyst

Buy this report now

Visit	store.mintel.com
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

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**
- **Key issues covered in this Report**
- **Definition**
- **Economic and other assumptions**
- **COVID-19: US context**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**
Figure 1: Black moms by the numbers: key stats and market share, 2020
- **Are Black moms different from average US moms?**
- **Impact of COVID-19 on Black moms**
Figure 2: Short-, medium- and long-term impact of COVID-19 on Black moms, 2021
- **Opportunities and challenges**
- **Black moms are happy with who they are**
Figure 3: Black moms' satisfaction in different areas, 2021
- **Black moms are in charge and may have strong habits**
Figure 4: Responsibility for household tasks, 2021
- **Black moms' concerns lack consensus**
Figure 5: Concerns for children, 2021

TARGET AUDIENCE – KEY TAKEAWAYS

- **There are 4.9 million Black moms**
- **Black moms are more likely to be single parents**
- **COVID-19 disrupted Black moms' lifestyles**

BLACK MOMS BY THE NUMBERS

- **Proportion of Black moms is consistent with the Black share of the population**
Figure 6: Black moms by the numbers: key stats and market share, 2020
- **Black moms' share of births remains steady**
Figure 7: Births, by race and Hispanic origin of mother, 2018-19
- **Black moms are more likely to be single parents**
Figure 8: Marital status moms with coresident children under 18, by race and Hispanic origin, 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

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

BLACK MOMS IN THE BIGGER PICTURE

- **Four types of moms’ mindsets**
Figure 9: Moms’ attitudinal segments, all US moms vs Black moms, 2021
- **Black moms are more likely to be independent**
- **Many Black moms feel supported**

MARKET FACTORS

- **Impact of COVID-19 on Black moms**
- **Immediate impact (2020)**
- **Short term (2021)**
- **Recovery (2022-25)**
- **Black household income prompts Black moms to prioritize spending**
Figure 10: Median household income, by race and Hispanic origin of householder, 2019
Figure 11: Household income distribution by race and Hispanic origin of householder, 2019
- **Black moms more likely to have experienced disruption to employment**
Figure 12: Employment status changes, Black moms indexed to total moms, 2021

MARKETING OPPORTUNITIES

- **Mintel Global Trend Drivers**
Figure 13: Mintel Global Trend Drivers
- **Rights: Black moms want recognition**
- **Experiences: Black moms want more time for themselves**
- **Identity: understand Black moms’ culture**
- **The next normal**

COMPETITIVE STRATEGIES

- **Sephora acknowledges role of Black beauty in today’s beauty trends**
Figure 14: Sephora creative, 2021
Figure 15: Sephora’s short film “Black Beauty Is Beauty,” 2021
- **Band-Aid provides options for more than one skin tone**
Figure 16: Band-Aid Ourtone Instagram Post, 2021

THE CONSUMER – KEY TAKEAWAYS

- **Black moms are satisfied with most aspects of their life**
- **Most everyday tasks fall on Black moms**
- **Sacrifices are the most challenging part of motherhood**
- **Black moms’ concerns for their kids remain consistent**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
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

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

LIFE SATISFACTION

- **Black moms' satisfaction with their lives is uneven**
Figure 17: Overall life satisfaction, 2021
Figure 18: Black moms' satisfaction in different areas, 2021
- **Household income impacts Black moms' satisfaction**
Figure 19: Black moms' satisfaction in different areas, by household income, 2021
Figure 20: Black moms' satisfaction in different areas, by marital status, 2021

EVERYDAY TASKS

- **Black moms feel responsible for everything**
Figure 21: Responsibility for household tasks, 2021
- **Black moms don't share household tasks responsibilities**
Figure 22: Black moms' responsibility for household tasks, by marital status, 2021
- **COVID-19 left Black moms wanting time for themselves**
Figure 23: COVID-19 impact on household responsibilities, 2021

CHALLENGES OF MOTHERHOOD

- **Black moms would like more hours in the day**
Figure 24: Challenging aspects of motherhood, 2021
- **Married Black moms are more likely to note challenges**
Figure 25: Challenging aspects of motherhood, by marital status, 2021
- **Employed Black moms are less stressed**
Figure 26: Challenging aspects of motherhood, by employment, 2021

TOP CONCERNS

- **Black moms spread their concern across various areas**
Figure 27: Concerns for children, 2021
- **Brand spotlight**
Figure 28: Culturally Competent Therapist, 2021
- **Concerns grow as children get older**
Figure 29: Concerns for children, by age of child, 2021
Figure 30: Smart Girl's Guide to Race & Inclusion

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

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

APPENDIX – THE MARKET

Figure 31: Number of sources of work-based income, by parental status and race, 2021

Figure 32: Median household income, by type of Black household, 2019

APPENDIX – COMPANIES AND BRANDS

Figure 33: Attitudes toward life, culture, and imagery – Cultural traditions, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.