

Black Consumers: Feeding the Family - 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 parents' approach to feeding their families
- Which aspects influence what Black parents feed their families
- How Black parents perceive different meal occasions
- What factors are most important to Black parents when choosing food and drinks for their families

Understanding the mindset and attitudes Black consumers hold toward feeding their families represents a significant growth opportunity, as this is a population that is continually developing, is more likely to have children at home and is projected to grow at a higher rate than average. Finding ways to spark interest among Black parents is vital, as those who are engaged with the task of cooking for their families are proactively seeking ways to keep things interesting and are not only open to trying new products, ingredients and recipes but are also attuned to messaging surrounding better-for-you claims. Most notably, Black parents are interested in doing it their way – they are less inclined to report the influence of their parents or friends in what they serve their families, meaning that brand influence can play a bigger role in shaping their cooking habits.



“The secret ingredient to cooking for the family lies in the emotional aspect. Attitude toward cooking has made all the difference as those who enjoy making meals for their family proactively find ways to keep themselves engaged and their children happy – even after two years of cooking more from home.”

– Juan Ruiz, Director Hispanic Insights

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**
- **This Report looks at the following areas**
- **Definition**
- **COVID-19: market context**
- **Economic and other assumptions**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**
- **Impact of COVID-19 on Black consumers and feeding the family**

Figure 1: Short-, medium- and long-term impact of COVID-19 on Black consumers and feeding the family, 2021

- **Opportunities and challenges**
- **Encourage Black dads to participate**

Figure 2: Responsibility for preparing meals for the family, by gender and living situation, 2021

- **Focus on the positives – the secret ingredient are the emotional benefits**

Figure 3: Attitudes toward feeding the family – Dynamics around mealtimes, 2021

- **Lean into health and wellness**

Figure 4: Interest in claims, by household income, 2021

MARKET FACTORS – KEY TAKEAWAYS

- **Black families will continue gaining significance in most brands' core target markets**
- **The pandemic continues to condition Black households**

BLACK FAMILIES BY THE NUMBERS

- **The Black population plays a critical role in the diversification of the US**

Figure 5: US population, by race and Hispanic origin, 2016–26

- **A third of Black households include children**

Figure 6: Households with related children under 18 in the household, by race and Hispanic origin of householder, 2020

Figure 7: Average number of people per household, 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



Report Price: £3695 | \$4995 | €4400

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

MARKET FACTORS

- **Impact of COVID-19 on Black consumers and feeding the family**
- **Immediate impact (2020)**
- **Short term (2021)**
- **Recovery (2022-25)**
- **Deep dive into the current period:**
- **Lower income and inflationary trends put pressure on Black households**

Figure 8: Median household income, by race and Hispanic origin of householder, 2019

Figure 9: Household income distribution, by race and Hispanic origin of householder, 2019

Figure 10: Consumer Price Index change from previous year, 2020-2021

MARKETING OPPORTUNITIES AND COMPETITIVE STRATEGIES

- **Mintel Global Trend Drivers**
Figure 11: Mintel Global Trend Drivers, 2021
- **Identity: embrace Black parents' identity as parents and as cooks**
Figure 12: Recent cuisine experience, by race and Hispanic origin, 2020
- **Strategy: inspire Black parents to embrace their identities and be culinary role models**
Figure 13: Publix Super Markets – Paths Forward, 2021
- **Value: communicating connections beyond price**
- **Strategy: show the value of convenience**
Figure 14: Walmart Facebook post, 2021
- **Strategy: be on the consumer's side**
Figure 15: Aldi USA Instagram post, 2021
- **Experiences: feeding the family is not just a chore**
- **Strategy: focus on the positive**
Figure 16: Heinz Creative, 2021
- **Wellbeing: provide guidance**
- **Strategy: combining areas of wellness**

THE CONSUMER – KEY TAKEAWAYS

- **Black parents take ownership of feeding the family**
- **Spouses and kids have the most influence on what families eat**
- **Partnerships between grocery stores and foodservice vendors will appeal to engaged home cooks**

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

Black Consumers: Feeding the Family - 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.

- **Taste trumps all, other aspects need to be communicated in tandem**
- **COVID-19 prompted Black parents to cook comfort foods**
- **Context surrounding meal occasions matters**
- **Black parents' interest in wellbeing claims is fragmented**

RESPONSIBILITY FOR PREPARING MEALS FOR FAMILY

- **Most Black parents are heavily involved preparing meals**
Figure 17: Black parents' responsibility for preparing meals for the family, 2021
- **Black moms have a hard time delegating, creating a need for brands to engage Black dads**
Figure 18: Responsibility for preparing meals for the family, by gender and living situation, 2021
- **Strategy to connect with dads: consider tapping into existing shortcuts to simplify the cooking process**
- **Strategy to connect with Black dads: give a sense of control**
- **Strategy to connect with Black dads: help them move beyond lingering traditional notions surrounding home chores**

ATTITUDES TOWARD COOKING FOR THE FAMILY

- **Enjoyment matters: Black parents who enjoy cooking are a critical target**
Figure 19: Attitudes toward feeding the family – Enjoy cooking, 2021
Figure 20: Feeding the family dynamics – Children's involvement, by attitudes toward feeding the family – Enjoy cooking most of the time vs other, 2021
- **Don't count out those who are less enthusiastic as they are also an important audience**
Figure 21: Food Lion video ad, 2021
- **Age and household income impact Black parents' joy for cooking**
Figure 22: Attitudes toward feeding the family – Enjoy cooking most of the time, by key demographics, 2021

FACTORS INFLUENCING WHAT THE FAMILY EATS

- **Above all, spouses and kids have the most influence**
Figure 23: Factors influencing what the family eats, 2021
- **Black parents want to feed their families their way**
- **Children's influence matters as they have an active role in feeding the family**

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.

Figure 24: Feeding the family dynamics – Children’s involvement, 2021

Figure 25: Feeding the family dynamics – Children’s involvement, by gender and age, 2021

Figure 26: Publix Super Markets Creative, 2021

- **Children’s involvement sparks enjoyment, sparking inspiration**

Figure 27: Factors influencing what the family eats, by attitudes toward feeding the family – Enjoy cooking most of the time vs other, 2021

Figure 28: Feeding the family dynamics – Children’s involvement, by gender, 2021

Figure 29: Feeding the family dynamics – Children’s involvement, by attitudes toward feeding the family – Enjoy cooking most of the time vs other, 2021

- **Affluent Black parents have a wider range of influences**

Figure 30: Factors influencing what the family eats, by household income, 2021

FOOD AND DRINK CHOICE DRIVERS

- **Taste trumps other factors**

Figure 31: Important factors when choosing food and drinks for family (any rank), 2021

- **Strategy: Combine attributes**

Figure 32: Seeds of Change Instagram post, 2021

- **Younger Black parents are less inclined to report focus on most factors**

Figure 33: Important factors when choosing food and drinks for family, by age, 2021

- **Younger parents tend to face the challenges of being less affluent with choosier eaters**

Figure 34: McCormick Facebook post, 2021

- **Consider connecting cooking to other areas of wellness**

- **Convenience is more important to parents with younger children**

Figure 35: Important factors when choosing food and drinks for family (any rank), by age of children, 2021

- **Strategy: Contextualize convenience**

Figure 36: Nestlé Toll House Refrigerated Cookie Dough Instagram post, 2021

HOW COVID-19 CHANGED BEHAVIORS

- **COVID-19 created a need for more comfort food**

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

Report Price: £3695 | \$4995 | €4400

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

Figure 37: Changes in feeding behaviors due to COVID-19, 2021

- **Enjoyment of the task influences current attitudes toward preparing meals for the family**

Figure 38: Changes in feeding behaviors due to COVID-19, by attitudes toward feeding the family – Enjoy cooking most of the time vs other, 2021

- **As familiarity brings comfort, consider tapping into the nostalgia of classic comfort foods to inspire home cooks**

Figure 39: Campbell's Facebook post, 2021

- **Older Black parents are more open to trying new recipes and foods**

Figure 40: Changes in feeding behaviors due to COVID-19 – New recipes/foods trial, by gender and age, 2021

- **Parents with young children equipped their kitchens**

Figure 41: Changes in feeding behaviors due to COVID-19 – Purchased kitchen tools/appliances, by age of children, 2021

PERCEPTIONS OF MEAL OCCASIONS

- **Context around meal occasions matter**

Figure 42: Perceptions of feeding occasions, 2021

- **Dinner is the most important meal of the day as a time for bonding**

- **There's opportunity to transcend occasions, consider looking for opportunities beyond your turf**

Figure 43: Hidden Valley Ranch Dressing video, 2021

Figure 44: Kraft Mac & Cheese Instagram post, 2020

- **Younger Black parents are less inclined to place importance on health across all core occasions**

Figure 45: Importance of healthy for each feeding occasions, by age, 2021

- **Strategy: provide guidance and support**

INTEREST IN CLAIMS FOR FAMILY MEALS

- **Better-for-you options resonate with Black parents**

Figure 46: Interest in claims, 2021

- **Three types of claims can reach most Black parents**

Figure 47: TURF Analysis – Food trends, 2021

- **Black parents may associate health and wellness claims with higher prices**

Figure 48: Interest in claims, by household income, 2021

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**

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

Black Consumers: Feeding the Family - 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.

- Consumer survey data
- Abbreviations and terms
- Abbreviations
- TURF methodology

APPENDIX – THE CONSUMER

Figure 49: Table - TURF Analysis – Food trends, 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)**.