

Black Consumers: Online Shopping Behaviors - US - May 2021

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This report looks at the following areas:

- The impact of COVID-19 on Black consumers' online shopping behavior.
- Demographics and key trends shaping the Black consumer market as well as their use of online shopping.
- Overall market size of ecommerce and Black ecommerce spending.
- Retailers' marketing approaches towards Black consumers.

With an estimated \$1.4 trillion in buying power as of 2019, Black consumers are a powerful force in retail. As online shopping continues to boom, spurred by the upheaval caused by COVID-19, understanding how Black consumers approach online shopping will be critical to success. However, there are some challenges keeping Black consumers from taking full advantage of the digital channel, including income gaps, more limited access to credit cards and an ongoing although narrowing digital divide.

In this Report, Mintel takes an in-depth look at Black consumers' online shopping behaviors as well as industry efforts to appeal to these consumers, discussing the impact of COVID-19 and prevailing economic trends and making recommendations about how to maximize share of wallet from this group.



“Despite historic barriers in economic opportunity and digital access, many Black consumers are eager and enthusiastic online shoppers. Yet, they still do not shop online at rates as high as the population overall. In order to gain further traction from this important audience, retailers will need to make sure they are fully welcoming Black consumers.”

– Fiona O'Donnell – Director, Multicultural Consumers

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