

# Black Consumers: Foodservice & Delivery - US - 2022

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## This report looks at the following areas:

- Where Black consumers order food
- Foodservice ordering methods
- Reasons and factors considered when choosing a foodservice provider
- Black consumers' attitudes towards foodservice and delivery

While the mean income of the Black population is \$45,870, their average annual expenditures mean lands at \$47,389, with food being the second largest of their spending categories. According to the Bureau of Labor Statistics 2020 Consumer Expenditure Survey, the segment spends a mean of \$5,923 on food. Significantly, food is the second highest expenditure following housing.

This is important when exploring the relationship that Black consumers have with foodservice and delivery, because it frames the need as well as the capacity Black consumers have to spend on certain food items and experience. Seeing that 68% of Black consumers value food taste over price, we can assume that Black consumers are opting for tasty food options that will fit into their budget without a thought. While speed, convenience and taste are what drive Black consumers, there are many other needs that could be addressed in terms of accessibility to diverse food options. As Black consumers skew younger, foodservice providers have the opportunity to incorporate innovative methods of food delivery that will accommodate the desire for taste and convenience.



"There is opportunity to create marketing approaches and product and service offerings for Black consumers by segment. Families have a relationship with foodservice that is influenced by health and lifestyle, while higher income families offer opportunity for foodservice providers due to increased accessibility."

– Courtney Rominiyi,  
Multicultural Consumers and  
Cultures Analyst

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