

Asian Americans' Culture & Community - US - 2022

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This report looks at the following areas:

- The impact of culture and heritage on identity and broader life areas
- The influence of culture and heritage on social networks
- Perceived representation and expectations of brands

The Asian American population is growing at a rate faster than any other single racial group in the US, making them a powerful consumer group to connect with. To resonate, brands must understand modern Asian American identity and how it is informed by Asian culture and heritage.

From the foods they eat to how safe they feel in day-to-day life, Asian Americans are heavily influenced by their culture and heritage. Despite this influence, these consumers also agree that who they are as a person is more impacted by their life experiences than their ancestry or heritage – meaning, they are individuals first and want to be represented as such.

Unfortunately, data from this Report makes it clear that there is more work to be done by brands in the way of accurate media representation and increased brand support. Ignoring this call to action would be a mistake, as accurate and authentic representation of the Asian culture will not only work to create a more inclusive environment for these consumers but will also win favor among the Asian American community. With nearly half of Asian Americans believing that authentic representation of diverse populations in media has the power to improve society, the role brands have to play is clear – they must step up as allies of the Asian American community.



“While Asian American influence and representation has been growing, it is clear that more needs to be done, as Asian Americans believe most brands do not accurately represent Asian American culture and, more importantly, express a concern over their personal safety.”

– **Klaudia Kondakciu,**
Consumers and Cultures
Analyst

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