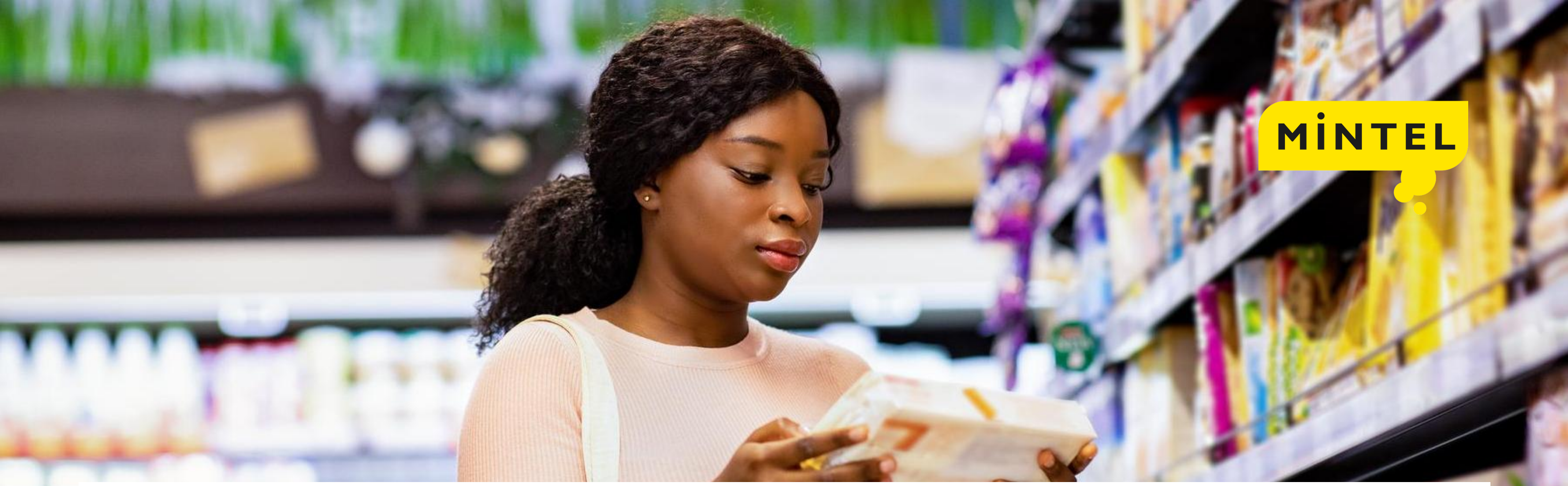

# Black Consumers: Shopping for Groceries - US - 2022

**Report Price: £3695 | $4995 | €4400**

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## This report looks at the following areas:

- **Understanding the Black grocery shopper: responsibility, store type shopped and frequency of grocery shopping**
- **Channels used and interest in online grocery shopping**
- **Factors considered when choosing a grocery retailer**
- **Attitudes toward grocery shopping**

Shopping for groceries is becoming more of a shared activity in Black households, with Black men aged 35-54 seeing the strongest growth in purchase responsibility from 2019-22. This represents a new cohort of shoppers that brands can welcome into the fold and guide choice.

Value is important for most shoppers, especially during a period of price inflation. It plays an especially strong role among Black adults, some of whom remain at an employment deficit following pandemic job losses and whose household income trails the average. However, embracing the wider definition of value, including convenience and pleasure, will be key in appealing to this group. Black shoppers are slightly more likely to select their food and drink retailer of choice based on which carries the products they like, rather than the one that offers the lowest prices.

While traditional supermarkets lead as the single most often visited store type, the largest share of Black shoppers shop for food and drink at mass merchandisers with any frequency. Older shoppers (55+) exhibit loyalty to traditional supermarkets and younger shoppers (18-34s) show strong interest in discount grocers and dollar stores.

Half of Black grocery shoppers do so both in-store and online, with the online channel seeing substantial stickiness and a path toward further growth. Among online shoppers, those who are interested in continuing to do so far outweigh those who aren't. In total, 70% of Black shoppers express interest in grocery

"While inflationary pricing has most consumers prioritizing cost savings, Black consumers will be especially strong targets for value messaging."
**– Carol Wong-Li, Director – Consumers & Culture**

shopping online, including those who have done it previously and those who have yet to.

### What's included

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

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