

Marketing to Black Millennials - US - 2022

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This report looks at the following areas:

- Financial goals and priorities
- Sentiments toward social media
- Mental health concerns and managing stress
- Attitudes towards luxury

Black Millennials have made their mark in society. Their natural progression along with their intentions have made this group particularly interesting to follow as their impact seems to be reshaping the narrative around Black consumers. This Report will take a look at the different elements of their lifestyle, including finances, social media and mental health, to help understand this generation more holistically.

In all this, the unique positioning of Black Millennials offers many opportunities for brands due to their preferences and their eagerness to change. Through the assessment of Black Millennials, we see how this group differs from the general Black population and the population at large.



"Millennials as a generation are movers, shakers and change makers, and that same sentiment stands true when we think of Black Millennials."

- **Courtney Rominiyi,**
Multicultural Consumers and Culture Analyst

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