

# Marketing to Black Gen Zs - US - 2023

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## This report looks at the following areas:

- Life satisfaction and current outlook
- Expected achievements by age 30 and long-term goals
- Current priorities and stressors
- Self-confidence and attitudes toward achieving future goals

At a time when they are looking to embark into financial independence, there is a clear focus on getting all the pieces in place to help them attain their future goals – a top one of which is home ownership. However, setbacks from the pandemic are leading this group to feel behind in life, and the current state of the economy is likely giving many of them pause. This is weighing on their minds and driving them to be less likely to report satisfaction with life overall. They are a segment that needs a boost in their self-confidence, ability to express their individuality, and on the more practical level of helping them attain their future goals to make their dreams into a reality.



“Being focused on establishing careers, Black Gen Zs are aiming high and targeting homeownership. They’ll need help getting there given their lifestage because they feel like they’re starting from behind. They need practical support to gain back control over their lives – both on a personal and financial level.”

- **Courtney Rominiyi,**  
Multicultural Consumer  
Insights Analyst

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

- OVERVIEW
- EXECUTIVE SUMMARY
- GEN Z BY THE NUMBERS
- MARKET FACTORS
- BLACK GEN Z – FAST FACTS
- LIFE SATISFACTION AND CURRENT OUTLOOK
- EXPECTED ACHIEVEMENTS BY 30
- CURRENT PRIORITIES AND STRESSORS
- SELF-CONFIDENCE AND ATTITUDES TOWARD ACHIEVING FUTURE SUCCESS
- APPENDIX – DATA SOURCES AND ABBREVIATIONS

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.