

Marketing to Black Millennials - US - 2023

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This report looks at the following areas:

- Life satisfaction
- Outlook on life right now
- Biggest life stressors
- Current priorities and defining success
- Connections and keeping in touch

While there are some similarities to the general population, Black Millennials carry a unique set of values that distinguish them within the Millennial population like faith, family structure and a desire to change the narrative around their community. Millennials have been an important generation because of their size and their relation to technology and youth. Now as Millennials' transition out of young adulthood and into their peak adulthood years, their needs are no longer surrounded by trendy engagement, but around real life needs. Black Millennials needs are split by lifestage, where age, marital and familial status play an important role in dictating their values and their needs.

Health, finances, careers and family ties are all important to Black Millennials, but how important is where we should take notice. As Millennials age, they are prime candidates for brands that are looking to make life easier and more seamless in all regards.



“Black Millennials are at peak adulthood and their perspectives on life reflect such. As Millennials age, they are showing that their needs are similar to that of any adult who is building a career, raising a family, or both. Black Millennials are in need of supports for their respective life stage and are eager to create meaningful and successful lives for themselves and their communities.”

– Courtney Rominiyi,

Multicultural Consumer
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sights Analyst

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