



# Black Americans and Symbols of Identity - US - 2023

Report Price: £3695 | \$4995 | €4400

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## This report looks at the following areas:

- How Black consumers define their own identity
- Areas used to express individuality/personality
- Self-expression through physical appearance
- Connection of personal style, heritage and community

Black consumers use a multitude of symbols to express their identity. Their skills, talents, roles, responsibilities and even their personal style are all tools used to paint the full picture of their identity.

In fact, Black consumers think who they are, what they do and the roles they play in life are better indicators of their identity than their physical appearance. However, their physical appearance has its place and is used to showcase who they see themselves as and how they want to be represented in the world. Clothing and hairstyles are generally the top expressers used when individuals choose to showcase their personality outwardly. In addition to their appearance, Black consumers use their community as well as their activities and hobbies to express themselves.



“Our identities are our lived experiences, and Black consumers are focused on expressing those experiences through various mediums. For brands, a deep dive into the skills, lifestyles, and heritage of Black consumers will ultimately help this group feel seen and represented.”

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

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