

Black Consumers and Dining Out - US - January 2015

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“In 2014, it is estimated that Blacks will have spent \$43.5 billion on dining out. Further, Blacks are forecast to increase spending by 30% over the next five years to reach more than \$56 billion by 2019. Blacks are frequent diners, particularly at QSRs. They are also more likely than other consumers to dine at the leading restaurant chains.”
 – Tonya Roberts, Multicultural Analyst

This report looks at the following areas:

- What can marketers do to set themselves apart from the competition?
- How receptive are Black consumers to ethnic foods?
- What can restaurants do to attract Black consumers? Is targeted advertising still relevant?

It is estimated that in 2014, Black consumers will have spent nearly \$44 billion on dining out – up more than 5% from 2013. While dining out is one of Black consumers' favorite pastimes, many eat out as opposed to cooking at home because it saves valuable time and is convenient. There are also some who have weighed the cost of buying groceries, and believe dining out can also be more cost effective, particularly since the vast majority eat at QSRs (quick-service restaurants or “fast food”), fast casual restaurants, buffets, and pizza restaurants. In fact, Black consumers are more likely than White consumers to dine at some of the leading chain restaurants.

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DID YOU KNOW?

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

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International Food Information Council (IFIC)

International Food Service Executives Association (IFSEA)

International Foodservice Distributors Association (IFDA)

International Foodservice Manufacturers Association (IFMA)

International Franchise Association (IFA)

National Council of Chain Restaurants (NCCR)

National Restaurant Association (NRA)

Organic Trade Association (OTA)

Produce Marketing Association (PMA)

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