

Black Consumers and Shopping for Groceries - US - November 2015

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"Currently estimated at about \$61 billion, Black expenditures on groceries (including food and drink, general merchandise, and health and beauty items) have been increasing since coming off the 2007-09 recession, though growth from 2012-15 has been moderate."

- Tonya Roberts, Multicultural Analyst

This report looks at the following areas:

- Kids weigh in on what goes into the cart, but parents have the final say
- Blacks are loyal to certain brands and stores; so what will it take to get others on their list?
- Walmart is the top store Blacks shop, but it's still not strongly associated with food
- Blacks enjoy grocery shopping; they shop a variety of stores and often

In 2015, it is estimated that Blacks will spend \$61 billion on groceries – up 20% since 2010. Black consumers enjoy grocery shopping – they shop frequently and visit multiple stores. Blacks are very loyal – to brands they like and the stores they shop. Price is important, but not at the sacrifice of quality. Blacks respond well to coupons and promotions, sampling, and anything else that can enhance their shopping experience and brand enjoyment.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

In 2015, it's estimated that Blacks will spend \$61 billion on groceries

Figure 1: Expenditures of Black households on groceries* and fan chart forecast of market, at current prices, 2010-20

The issues

Kids weigh in on what goes into the cart, but parents have the final say

Figure 2: The role kids and family members play in grocery decisions, September 2015

Blacks are loyal to certain brands and stores; so what will it take to get others on their list?

Figure 3: Brand trust among Blacks – Net three for each statement, September 2015

Walmart is the top store Blacks shop, but it's still not strongly associated with food

Figure 4: Correspondence analysis – Grocery shopping location and product category, September 2015

Blacks enjoy grocery shopping; they shop a variety of stores and often

Figure 5: Frequency of shopping grocery retailers – Once a month or more versus once a week or more, September 2015

The opportunities

Opportunity for smaller pop-up stores, fresh expansions

Engage Blacks; give them something to remember you by

Figure 6: Brand loyalty drivers, September 2015

Word of mouth is one thing; gifting favorite brands is another

Figure 7: Brand advocacy among Blacks, September 2015

Smart shopping tools, experiential displays and departments set retailers apart

Figure 8: Impact of in-store sampling on Blacks when shopping for groceries, September 2015

Figure 9: Impact of sales and buying in bulk for savings among Blacks when shopping for groceries, September 2015

What it means

The Market – What You Need to Know

Blacks spend \$61 billion on groceries; food and drink make up the bulk

Coupons, expansions, and sampling . . . Oh my!

Things are looking up for Black consumers, retailers expected to benefit

Market Size and Forecast

Blacks spend \$61 billion on groceries

Figure 10: Expenditures by Black households on groceries* and fan chart forecast of market, at current prices, 2010-20

Recession recovery and category changes made sales soar in 2011-12

Figure 11: Expenditures and forecast by Black households on groceries*, at current prices, 2010-20

Market Breakdown

Food and drink segment represents 69% of sales in the category

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Report Price: £2466.89 | \$3995.00 | €3133.71

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Figure 12: Expenditures by Black households on groceries*, by segment, at current prices, 2013 and 2015

Food and drink segment has grown by 20% in the last five years

Figure 13: Expenditures by Black households on food and drink* and fan chart forecast of segment, at current prices, 2010-20

Tempered growth forecast for general merchandise, household supplies

Figure 14: Expenditures by Black households on general merchandise* and fan chart forecast of segment, at current prices, 2010-20

Health and beauty care products

Figure 15: Expenditures by Black households on health and beauty* and fan chart forecast of segment, at current prices, 2010-20

Market Perspective

Coupon usage is up, digital credited

Mass merchandisers gaining momentum, but at what sacrifice?

Store brands can stake a claim, experiences are key

Market Factors

Greater number of Black households means more grocery carts

Figure 16: Number of households in US, by race/Hispanic origin of householder, January 2015

Consumer confidence at lowest point in a year, Blacks remain optimistic

Figure 17: Consumer confidence among the total US population, January 2007-September 2015

Frequent shopping promotes impulse purchases

Unemployment rates for Blacks near prerecession levels

Figure 18: Labor force participation and unemployment rates among the Black population (seasonally adjusted), January 2007-June 2015

Key Players – What You Need to Know

Brand extensions, expansions and packaging design are appealing

Online shopping, natural grocery stores, private label struggling

The future is sensorial, entertaining, and smarter

What's Working?

Brand extensions

Figure 19: Examples of brand extensions, 2015

Packaging

Figure 20: Examples of flexible and pouch packaging, 2015

Store expansion

Figure 21: Distribution of expenditures for food for off-premise consumption among the total population – Food and drink retailing only, 2015 (est)

Figure 22: Distribution of expenditures for food for off-premise consumption among the total population – Food and drink retailing only, 2005-15

What's Struggling?

Shopping online for groceries and internet grocery retailers

Natural grocery stores

Store brands and private label

What's Next?

Seeing is believing: sensorial packaging

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More smart grocery tools

Grocery shopping as a social outing

The Consumer – What You Need to Know

Women often make decisions alone, but they aim to please

One-stop shopping is attractive, but old habits die hard

Low prices are fine, but more is needed to attract Blacks

Understanding what's in their cart gives a glimpse of who they are

Grocery Shopping Stakeholders

Women more likely than men to make decisions on grocery shopping

Figure 23: Who is responsible for purchasing groceries in Black households, by gender, September 2015

Married couples value their spouse's opinion on what to buy

Figure 24: Who is responsible for purchasing groceries in Black households, by marital status, September 2015

Special request welcomed in some Black households

Figure 25: Family influence in grocery shopping decisions, September 2015

Kids' preferences influence what goes into the cart

Figure 26: Children's influence in grocery shopping decisions, September 2015

Grocery Shopping Destinations

Mass merchandisers more associated with nonfood items than food

Figure 27: Correspondence analysis – Grocery shopping location, September 2015

Walmart is the leader among mass merchandisers, competing with grocers

Figure 28: Grocery shopping location, by category, September 2015

Frequency of Shopping by Location

Blacks shop supermarkets more frequently than any other store

Figure 29: Frequency of shopping for groceries at supermarkets, September 2015

Internet grocery retailers struggle among Blacks

Figure 30: Frequency of shopping for groceries at nontraditional or specialty stores, September 2015

Significant differences in where Blacks shop each week by region

Figure 31: Frequency of shopping for groceries – Once a week or more, by location, by region, September 2015

Demographics impact frequency of visits on a monthly basis

Figure 32: Frequency of shopping for groceries – Once a month or more, by select locations, by gender, September 2015

Figure 33: Frequency of shopping for groceries – Once a month or more, by select locations, by age, September 2015

Grocery Chain Leaders by Region

Club stores among the top five stores Blacks shop for groceries

Figure 34: Top five stores Blacks shop at for groceries, by region, April 2014-June 2015

Value-priced stores give Walmart a run for the money, especially among Blacks

Figure 35: Top five stores Blacks shop at for groceries – Index to total, by region, April 2014-June 2015

Impact of Promotions

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Promotions draw Blacks, sampling works for some

Figure 36: Impact of in-store sampling and promotions on Blacks when shopping for groceries, September 2015

Sales influence some, buying in bulk is where the real savings are

Figure 37: Impact of in-store sampling and promotions on Blacks when shopping for groceries, September 2015

Demographic impact perception of marketing influences

Figure 38: Influence of coupons and bulk sizes when shopping for groceries – Net three for each statement, by key demographics, September 2015

Price doesn't trump brand names, will shop around for best deal

Figure 39: Impact of price on driving Blacks to purchase – Index to total, February 2014-March 2015

Grocery Shopping Engagement

Blacks love to grocery shop; they shop often, alone, and at many stores

Figure 40: Grocery shopping patterns and behaviors, September 2015

Blacks take their time and shop as an escape, for inspiration, and to jog memory

Figure 41: Shopping engagement and enjoyment – Index to total, February 2014-March 2015

Blacks go above and beyond to promote brands they love

Figure 42: Brand advocacy among Blacks, September 2015

Attitudes toward Food and Nutrition

Blacks quick to try products, but still struggle with proper diet and nutrition

Figure 43: Black consumers' attitudes toward diet and nutrition – Index to total population, February 2014-March 2015

Blacks not drawn to natural and organic foods, taste may be barrier

Figure 44: Black consumers' attitudes toward organic and natural foods – Index to total, February 2014-March 2015

What's in Their Cart

Blacks more likely than others to eat margarine

Figure 45: Top dairy products Black households eat – Index to total, April 2014-June 2015

Iced tea, juice, and nondiet carbonated beverages are must-haves

Figure 46: Top beverages Black households drink – Index to total, April 2014-June 2015

Blacks love sweets, frozen desserts at top of list

Figure 47: Top snacks and desserts Black households eat/use – Index to total, April 2014-June 2015

Blacks twice as likely to buy turkey parts, a key ingredient in soul food

Figure 48: Top meats Black households eat – Index to total, April 2014-June 2015

Blacks more likely to buy frozen foods, convenience a key driver

Figure 49: Top frozen foods Black households eat – Index to total, April 2014-June 2015

Bagged salad is popular among Blacks, saves prep time

Figure 50: Produce, bagged/packaged salad consumption among Black households, April 2014-June 2015

Blacks more likely to eat hot breakfast cereal; oatmeal and grits likely in cart

Figure 51: Leading cold cereal brands among Blacks – Index to total, April 2014-June 2015

Figure 52: Consumption of bread, seasoning, and dry goods among Black households – Index to total, April 2014-June 2015

Pork and beans a staple on Blacks' shelves, more so than total population

Figure 53: Top canned good products Black households eat – Index to total, April 2014-June 2015

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Blacks over index on gravy and sauces compared to total population

Figure 54: Top sauces and condiments Black households eat – Index to total, April 2014-June 2015

Brand Loyalty Drivers

Blacks loyal to brand names, longevity in the market gains trust

Figure 55: Brand trust among Blacks – Net three for each statement, September 2015

Blacks have no problem finding brands they love, they shop around to find them

Figure 56: Accessibility to preferred brands, September 2015

Good customer service, integrity, open communication gains repeat store visits

Figure 57: Brand loyalty drivers, September 2015

Appendix: Data Sources and Abbreviations

Data sources

Expenditure data

Definition

Fan chart forecast

Consumer survey data

Correspondence analysis methodology

Abbreviations and terms

Abbreviations

Terms

Appendix: The Market

Figure 58: Expenditures by Black households on groceries*, at inflation-adjusted prices, 2010-20

Figure 59: Expenditures by Black households on groceries*, by segment, at current prices, 2010-20

Figure 60: Expenditures by Black households on food and drink*, at current prices, 2010-20

Figure 61: Expenditures by Black households on food and drink*, at inflation-adjusted prices, 2010-20

Figure 62: Expenditures by Black households on general merchandise/household supplies*, at current prices, 2010-20

Figure 63: Expenditures by Black households on general merchandise/household supplies*, at inflation-adjusted prices, 2010-20

Figure 64: Expenditures by Black households on health and beauty care products*, at current prices, 2010-20

Figure 65: Expenditures by Black households on health and beauty care products*, at inflation-adjusted prices, 2010-20

Appendix: Consumer

What's in their cart

Figure 66: Kinds of condiments and seasonings used – Index to total, by race/Hispanic origin, April 2014-June 2015

Figure 67: Kinds of baking ingredients used – Index to total, by race/Hispanic origin, April 2014-June 2015

Figure 68: Kinds of dairy products used – Index to total, by race/Hispanic origin, April 2014-June 2015

Figure 69: Kinds of frozen foods used – Index to total, by race/Hispanic origin, April 2014-June 2015

Figure 70: Types of canned goods household uses used – Index to total, by race/Hispanic origin, April 2014-June 2015

Figure 71: Types of bread and pastries used – Index to total, by race/Hispanic origin, April 2014-June 2015

Figure 72: Dry goods, shelf-stable and oil used – Index to total, by race/Hispanic origin, April 2014-June 2015

Figure 73: Fresh or refrigerated produce used – Index to total, by race/Hispanic origin, April 2014-June 2015

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Attitudes toward food

Figure 74: Black consumers' attitudes toward food – Index to total, April 2014-June 2015

Attitudes toward shopping

Figure 75: Black consumers' attitudes toward shopping – Index to total, February 2014 -March 2015

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