

Black Consumers' Diet and Wellness - US - January 2019

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This report looks at the following areas:

- Black diet and wellness segments driven by life stage and expected outcome
- Stress is considered a part of everyday life
- A healthy diet can look different on the plate, and impact desired outcomes
- Black adults believe that their habits are aligned to basic wellness practices
- Black adults trust doctors...somewhat, but look to unbiased sources to understand and confirm



"Black adults believe that a healthy diet and exercise leads to wellness, but their knowledge of what a healthy lifestyle is and their everyday habits can be in conflict. Most Black adults are concerned their efforts to maintain or improve their health status do not yield desired results. Brands that offer unbiased, yet culturally sensitive products, information, or services will be of value."

- **Toya Mitchell, Multicultural**

Analyst

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- Greater access to health care and information cause declines in chronic diseases and unhealthy behavior**

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- Food swamps may negatively impact diet more than food deserts**
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