

Black Consumers' Diet and Wellness - US - January 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"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

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

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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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Local and state government enact sick leave for hourly employees

The Consumer – What You Need to Know

Diet and Wellness segments reflect lifestyle and beliefs

Most Black adults experience moderate stress, and agree that stress is normal

Diet choices mostly a mix of healthy and not-so-healthy food

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