

# Black Consumers and Shopping at Mass Merchandisers - US - February 2020

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## This report looks at the following areas:

- Walmart serves as the benchmark for mass merchandisers in the mind of Black consumers
- Massive product selection drives visits, and competitive prices drive purchase
- Most Black consumers shop in-store, but online shopping is growing



"Some 98% of Black consumers have shopped at a mass merchandiser within the last year, making these stores the primary location where they can fulfill their shopping for multiple personal and household needs at competitive prices."

- **Toya Mitchell, Senior Analyst, Multicultural Reports**

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- **Mass stores are primarily known for fulfilling shopping needs, followed by offering competitive prices**
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