



February 2020

Hispanics and Shopping at Mass Merchandisers - US

"Hispanics almost universally shop at mass merchandisers; Walmart and Target are far ahead of the rest. Hispanics associate Walmart with good value and a vast product selection, while a pleasant store environment is more top-of-mind for Target. Mass merchandisers continue to adapt to modern consumers' needs in order to ensure ...

Black Consumers and Shopping at Mass Merchandisers - US

"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. Some stores have a reputation as being upscale and hip while other stores are ...

January 2020

Black Consumers and Shopping for Groceries - US

"While convenience is important, grocery shopping is also a sport for most Black consumers, who are engaged in finding the best deals at the best stores. Shopper segments are based on their attitudes on convenience and further distinguished by how they balance product value between trusted brand names and price ...

Hispanics and Shopping for Groceries - US

"When shopping for groceries, Hispanics follow a different path compared to the average US consumer. Hispanics' search for value means they shop at a variety of stores, and traditional supermarkets lose out to mass merchandisers. Convenience and quality are top motivators for choice of retailer, but compared to the average ...

Consumers and the Economic Outlook - US

"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still willing to treat themselves."

- Jennifer White Boehm, Associate Director - Financial Services & Auto

Upcoming Reports

Black Consumers and Alcoholic Beverages - Spotlight on Spirits - US - December 2020

Multicultural Young Adults and Influencers - US - November 2020

Hispanics and Alcoholic Beverages - Spotlight on Beer - US - December 2020

Black Consumers and Household Cleaning Trends - US - October 2020



Multicultural America - USA



**Hispanics and Household
Cleaning Trends - US - October
2020**

**Marketing to Black Moms - US -
September 2020**

**Multicultural Young Adults -
Cultural Engagement and
Experiential Marketing - US -
September 2020**

**Black Consumers and Color
Cosmetics - US - July 2020**

**Hispanics and Color Cosmetics -
US - July 2020**

**Marketing to Hispanic Millennials
- US - June 2020**

**Hispanics and Media
Consumption - US - May 2020**

**Hispanics' Loyalty in Automotive -
US - April 2020**

**Hispanics' Culture and
Community - US - March 2020**

**Multicultural Young Adults and
Dining Out - US - October 2020**

**Marketing to Hispanic Moms - US
- September 2020**

Black Haircare - US - August 2020

**Consumers and the Economic
Outlook - US - July 2020**

**Marketing to Black Millennials -
US - June 2020**

**Black Consumers and Media
Consumption - US - May 2020**

**Black Consumers' Loyalty in
Automotive - US - April 2020**

**Black Consumers' Culture and
Community - US - March 2020**