

Black Consumers and Alcoholic Beverages - US - February 2018

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Alcohol consumption is largely driven by emotional fulfilment. Black consumers' motivation to drink can range from a desire to relax in solitude to getting the party started with their peers. Black consumers' consumption of alcoholic beverages by type is similar to the general market.

This report looks at the following areas:

- Black consumers' alcoholic beverage expenditures total \$13.1 billion
- Black alcoholic beverage consumers are segmented into three distinct need states
- Beer and wine top Black consumers' alcohol consumption
- Product price matters, but drink value is important to the brand advocates

Black consumers are segmented into three distinct groups – defined by their attitudes about alcohol coupled with their lifestage, self-perception, and ability to retreat to their happy place. Brands with a history of targeting Black consumers using images and experiences that accurately reflect how they see themselves and for younger consumers, who they want to be, will maintain their loyal drinkers. Advertisers can expand their target and bring in new Black consumers by demonstrating how the products enhance self-image, or identify new and out of the ordinary drink occasions that will be enhanced by the products.

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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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