

## Marketing to Black Millennials - US - June 2019

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"Black Millennials have high expectations for their future and want to achieve their version of the American Dream – family, faith and a comfortable life. This generation believes in their ability to be successful – one day, but works just to maintain their current situation."  
– **Toya Mitchell, Multicultural Analyst**

This report looks at the following areas:

Black Millennials take ownership of their lives where they can have control – their image, and gravitate toward brands that allow them to stand out from the crowd.

- **Everyone has high expectations for Black Millennials' lives, but face anxiety in achieving them**
- **Black Millennials more likely to face burnout**
- **Lower earnings and greater financial obligations have an adverse impact**
- **Black Millennials gravitate to small brands to stand out**
- **Black Millennials believe America will remain divided**

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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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