



March 2021

Hispanics: Non-alcoholic Beverages - CSDs & Juice/Juice Drinks - US

“While COVID-19 didn’t prompt Hispanics to prioritize spending on non-alcoholic beverages, its impact on their day-to-day lives drove increased purchases as more time at home created more drinking occasions. Because occasion matters much more to Hispanics than wellness/BFY/functional claims, marketers may benefit from focusing their efforts on understanding ...

Consumers and the Economic Outlook - US

“Despite COVID-19 putting a dent in consumers’ finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

Black Consumers: Snacking Trends - US

“Some Black consumers choose snacks to satisfy their hunger, while others see snacks as a guilty pleasure to soothe negative emotions while they reach for indulgent and tasty finger food. Most Black consumers want healthier snacks that also taste good, and brands whose products include fresh ingredients may entice this ...

February 2021

Hispanics: Snacking Trends - US

“The pandemic created an environment conducive to snacking. Hispanics embrace variety in snacking; however, they aren’t necessarily following general market trends. Cultural differences drive their interest in Latin American brands and flavor selection. Hispanics are showing more positive attitudes toward snacking and they are looking for justification for snacking in ...

Black Consumers: Approach to Health & Wellness - US

“Black consumers recognize the importance of living a healthy lifestyle and seek information to maintain or improve their physical and mental wellbeing. This group regularly engages their personal physician for information and treatment options; however, most do not believe that available healthcare information is relevant to their needs, which sows ...

Diversity and Inclusivity in Beauty - US

“Diversity in beauty is not a marketing tactic – it’s an essential practice and must be a key area of focus among every beauty brand on the market today. It requires a strong commitment from brands to listen and collaborate with members of underserved groups to ensure successful and meaningful ...

January 2021



Hispanics: Approach to Health & Wellness - US

“COVID-19 disrupted Hispanics’ approach toward health and wellness as preventing exposure to the virus became the top priority. Pandemic aside, Hispanics are satisfied with their current health and feel capable of making the right decisions about it. As Hispanics see maintaining good health and wellness as ongoing, brands need to ...