

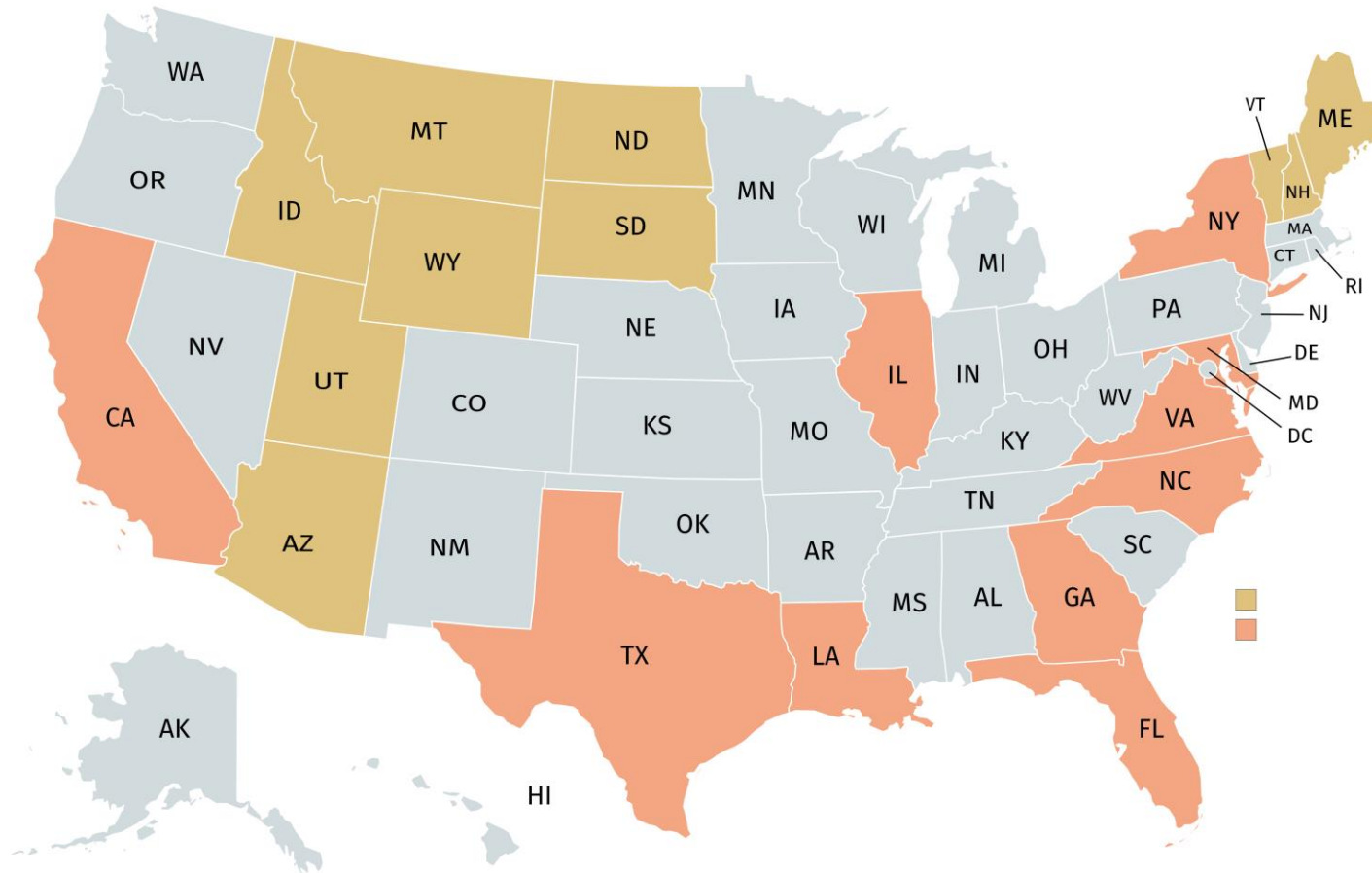


**CASE STUDY: THE IMPACT OF BLACK BUYING
POWER ON CONSUMER CATEGORIES**

CHRISTINE MICHEL CARTER

BLACK POPULATION AND BUYING POWER

THE 10 STATES
WITH GREATEST
BLACK BUYING
POWER GROWTH
SINCE 2000



TOP 10 STATES
WITH THE
LARGEST BLACK
POPULATION

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THINK YOU KNOW BLACK CONSUMERS? THINK AGAIN.

It seems like America is finally opening its eyes to see that racial inequality still exists, and is more exposed than ever. Racial inequality exists in education, employment, health related sectors, and even consumer markets.

African Americans make up just 14% of the U.S. population, yet we hold a buying power of \$1.3 trillion. We spend more money in multiple consumer categories, yet when some companies develop and market their products, they fail to take into consideration the experience of today's African American consumers. In recent years some Black consumers took it upon themselves to exclusively shop local and buy Black, course-correcting this issue by spending politically.

But I couldn't help but wonder, "what would the financial impact look like if ALL black consumers counteracted and stopped spending money with top companies in certain categories?" After reviewing Nielsen's report on the [Black Consumer's Path To Purchase](#) and taking a look at nine industries, I think it's safe to say:

many of today's most popular companies would experience a substantial loss in profit.

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CATEGORY: WOMEN'S FRAGRANCES

| | |
|--|----------|
| BLACK SPEND | \$152M |
| TOTAL SPEND | \$679.4M |
| % OF TOTAL SPEND ATTRIBUTABLE TO BLACK CONSUMERS | 22% |
| KEY PLAYER | L'OREAL |
| ANNUAL REVENUE | \$35.3B |
| POTENTIAL REVENUE LOSS | \$7.8B |

L'ORÉAL
PARIS

Loreal Paris products are enjoyed more than one hundred million times a day all around the world. L'Oréal's brand portfolio includes; Garnier, NYX, Dark & Lovely, CeraVe, Redken and more.

Source: Nielsen Homescan, Total U.S. 52 Weeks ending 12/30/17. 2017 Company annual reports used to correlate with Nielsen data. Company description condensed from corporate website. Potential revenue loss calculated as the annual revenue multiplied by the percent of total spend attributable to Black consumers.

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CATEGORY: MEN'S TOILETRIES

| | |
|--|----------|
| BLACK SPEND | \$62M |
| TOTAL SPEND | \$308.3M |
| % OF TOTAL SPEND ATTRIBUTABLE TO BLACK CONSUMERS | 20% |
| KEY PLAYER | UNILEVER |
| ANNUAL REVENUE | \$56.1B |
| POTENTIAL REVENUE LOSS | \$11.2B |



Unilever products are enjoyed by consumers more than sixty million times a day all around the world. Unilever's brand portfolio has a brand portfolio that includes; Axe, Clear, Dove Men + Clear and Lifebuoy.

Source: Nielsen Homescan, Total U.S. 52 Weeks ending 12/30/17. 2017 Company annual reports used to correlate with Nielsen data. Company description condensed from corporate website. Potential revenue loss calculated as the annual revenue multiplied by the percent of total spend attributable to Black consumers.

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CATEGORY: FEMININE HYGIENE

| | |
|--|----------|
| BLACK SPEND | \$54.1M |
| TOTAL SPEND | \$257.3M |
| % OF TOTAL SPEND ATTRIBUTABLE TO BLACK CONSUMERS | 21% |

| | |
|------------------------|------------------|
| KEY PLAYER | PROCTER & GAMBLE |
| ANNUAL REVENUE | \$67.7B |
| POTENTIAL REVENUE LOSS | \$14.2B |



Procter & Gamble's products are enjoyed by over fifty million times a day around the world. P&G has a brand portfolio that consists of; Luvs, Pampers, Bounce, Downy, Gain, Tide, Bounty, Charmin, Always, Tampax, Pantene, Herbal Essence and more

Source: Nielsen Homescan, Total U.S. 52 Weeks ending 12/30/17. 2017 Company annual reports used to correlate with Nielsen data. Company description condensed from corporate website. Potential revenue loss calculated as the annual revenue multiplied by the percent of total spend attributable to Black consumers.

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CATEGORY: PERSONAL SOAP & BATH NEEDS

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|--|----------|
| BLACK SPEND | \$573.6M |
| TOTAL SPEND | \$3.04B |
| % OF TOTAL SPEND ATTRIBUTABLE TO BLACK CONSUMERS | 19% |
| KEY PLAYER | UNILEVER |
| ANNUAL REVENUE | \$56.1B |
| POTENTIAL REVENUE LOSS | \$10.7B |



Unilever products are enjoyed by consumers more than sixty million times a day all around the world. Unilever's brand portfolio has a brand portfolio that includes Dove, Comfort, Day 2, Fair & Lovely, Lux and more.

Source: Nielsen Homescan, Total U.S. 52 Weeks ending 12/30/17. 2017 Company annual reports used to correlate with Nielsen data. Company description condensed from corporate website. Potential revenue loss calculated as the annual revenue multiplied by the percent of total spend attributable to Black consumers.

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CATEGORY: FROZEN UNPREPARED MEAT & SEAFOOD

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|--|--------------|
| BLACK SPEND | \$761.7M |
| TOTAL SPEND | \$4.3B |
| % OF TOTAL SPEND ATTRIBUTABLE TO BLACK CONSUMERS | 17% |
| KEY PLAYER | OMAHA STEAKS |
| ANNUAL REVENUE | \$375.6M |
| POTENTIAL REVENUE LOSS | \$63.9M |



Omaha Steaks products are enjoyed by consumers more than five hundred million times a day all around the world. Omaha Steaks brand portfolio includes; Private Reserve, Golden Plains and World Port Steaks.

Source: Nielsen Homescan, Total U.S. 52 Weeks ending 12/30/17. 2017 Company annual reports used to correlate with Nielsen data. Company description condensed from corporate website. Potential revenue loss calculated as the annual revenue multiplied by the percent of total spend attributable to Black consumers.

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CATEGORY: SHELF-STABLE JUICES & DRINKS

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|--|---------|
| BLACK SPEND | \$1.0B |
| TOTAL SPEND | \$6.2B |
| % OF TOTAL SPEND ATTRIBUTABLE TO BLACK CONSUMERS | 17% |
| KEY PLAYER | PEPSICO |
| ANNUAL REVENUE | \$67.2B |
| POTENTIAL REVENUE LOSS | \$14.2B |



PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo has a food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana.

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Source: Nielsen Homescan, Total U.S. 52 Weeks ending 12/30/17. 2017 Company annual reports used to correlate with Nielsen data. Company description condensed from corporate website. Potential revenue loss calculated as the annual revenue multiplied by the percent of total spend attributable to Black consumers.

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CATEGORY: INSECTICIDES & REPELLANTS

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|--|-------------|
| BLACK SPEND | \$176.6M |
| TOTAL SPEND | \$1.1B |
| % OF TOTAL SPEND ATTRIBUTABLE TO BLACK CONSUMERS | 15% |
| KEY PLAYER | S.C JOHNSON |
| ANNUAL REVENUE | \$10.5B |
| POTENTIAL REVENUE LOSS | \$1.6B |



S.C Johnson products are enjoyed by consumers more than one hundred million times a day all around the world. S.C Johnson has a brand portfolio that includes; Glade, All Joy, Oust, Bayclin, Bonami, Ceramicol, Drano, Echo, Pledge and more.

Source: Nielsen Homescan, Total U.S. 52 Weeks ending 12/30/17. 2017 Company annual reports used to correlate with Nielsen data. Company description condensed from corporate website. Potential revenue loss calculated as the annual revenue multiplied by the percent of total spend attributable to Black consumers.

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CATEGORY: SHORTENING OIL

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|---|------------------|
| BLACK SPEND | \$352M |
| TOTAL SPEND | \$2.3B |
| % OF TOTAL SPEND ATTRIBUTABLE TO BLACK CONSUMERS | 15% |
| KEY PLAYER | J.M. SMUCKER CO. |
| ANNUAL REVENUE | \$7.8B |
| POTENTIAL REVENUE LOSS | \$1.2B |



The J.M. Smucker Company products are enjoyed by consumers more than one hundred million times a day all around the world. Smuckers has a brand portfolio that includes; Dunkin Donuts, Jiff, Crisco, Folgers, Knotts Berry Farm, Meow Mix and Pup Peroni.

Source: Nielsen Homescan, Total U.S. 52 Weeks ending 12/30/17. 2017 Company annual reports used to correlate with Nielsen data. Company description condensed from corporate website. Potential revenue loss calculated as the annual revenue multiplied by the percent of total spend attributable to Black consumers.

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CATEGORY: BOTTLED WATER

| | |
|--|----------|
| BLACK SPEND | \$810.3M |
| TOTAL SPEND | \$5.6B |
| % OF TOTAL SPEND ATTRIBUTABLE TO BLACK CONSUMERS | 14% |
| KEY PLAYER | NESTLE |
| ANNUAL REVENUE | \$7.4B |
| POTENTIAL REVENUE LOSS | \$1.4B |



Nestle products are enjoyed by consumers more than five hundred million times a day all around the world. Nestle has a food and beverage portfolio that includes Poland Spring, Hotpockets, Stuffers, Cheerios, Cerelac, Gerber, NaturNes, Nesquik Cereal, Kit Kat, Toll House, and Lean Cuisine.

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Source: Nielsen Homescan, Total U.S. 52 Weeks ending 12/30/17. 2017 Company annual reports used to correlate with Nielsen data. Company description condensed from corporate website. Potential revenue loss calculated as the annual revenue multiplied by the percent of total spend attributable to Black consumers.

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BUYERS... AND INFLUENCERS

Black millennial moms absolutely have the power to influence and set trends for other races. In [Nielsen's 2019 "Diverse Intelligence Series" on African Americans](#), they state that Black Americans are "already dominating industries from music to fashion and many others and creating apps and digital spaces to serve their own unique needs when the opportunity demands it."

As free thinkers, Black consumers are also digital influencers and content creators. Since black consumers are paramount to sales growth, many brands are turning to diverse freelancers and multicultural agencies. Diversity drives innovation, and Black people have proven time and time again that we are innovators.

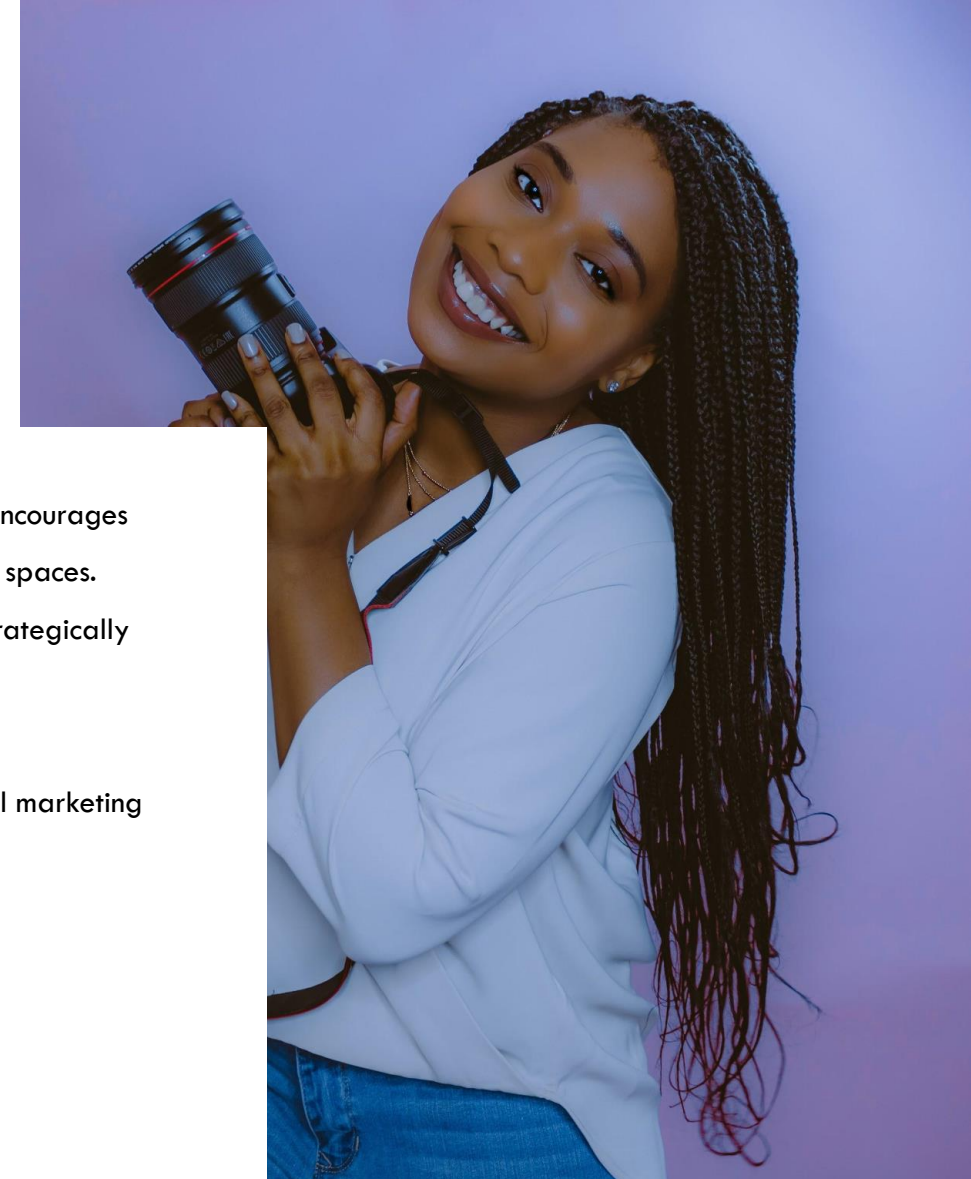
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ABOUT KYLAH CAPRII

Kylah Caprii is a Photographer Marketing Strategist & Graphic Designer focused on creating content that encourages and inspires small businesses and creative entrepreneurs to leave their marks both in life and in their digital spaces. Through her creative and professional experiences; Kylah has developed the skills to think creatively and strategically to grow stronger brand awareness.

She's open and interested in learning about content management, production opportunities as well as digital marketing in the field of fashion art music and photography.



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Data collected and synthesized thanks to Kylah Langston, Content Manager for Christine Michel Carter.

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WANT EVEN MORE INSIGHTS?

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Featured in The New York Times and The Washington Post, Christine Michel Carter is the #1 global voice for working moms. She has been called a “working mom who’s changing the world,” “the mom of mom influencers,” a “branding mastermind,” “one of the funniest parents on social media,” “the exec inspiring millennial moms,” and “the voice of millennial moms.”

Christine is also the associate editor for ModernMom and contributes to ForbesWomen as a senior contributor. She has written over 100 articles with 500K+ views for several publications, including TIME and Parents. From delivering consumer insights and brand marketing content to helping HR and diversity teams attract and retain these hardworking professionals, Christine works with advertising agencies, research firms and companies to ensure they’re at the forefront of the minds of female consumers.

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