

## Marketing to Black Millennials - US - June 2018

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"Black Millennials are a tenacious group who are grounded in their faith and belief that they will be the change they want to see. They look among and within themselves to control and define their identity on their own terms. Brands have a role in how Black Millennials choose to shape their image, but their friends and influencers drive them to consider and buy new products and services."  
**- Toya Mitchell, Multicultural Analyst**

This report looks at the following areas:

- Black Millennials' consumerism is linked to their level of social media engagement
- Satisfied Black Millennials have reached their desired milestones
- Black Millennials love kids, but some question if they will be a part of their lives
- Speak to Black Millennials' unique qualities to deepen a connection
- Black Millennials more likely to show concern over their financial investments
- Social media is a required platform to engage with Black Millennials

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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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