



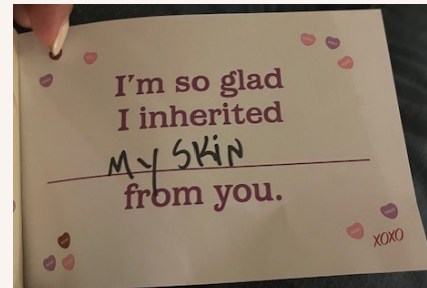
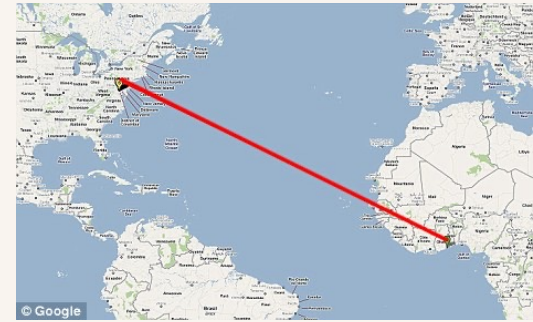
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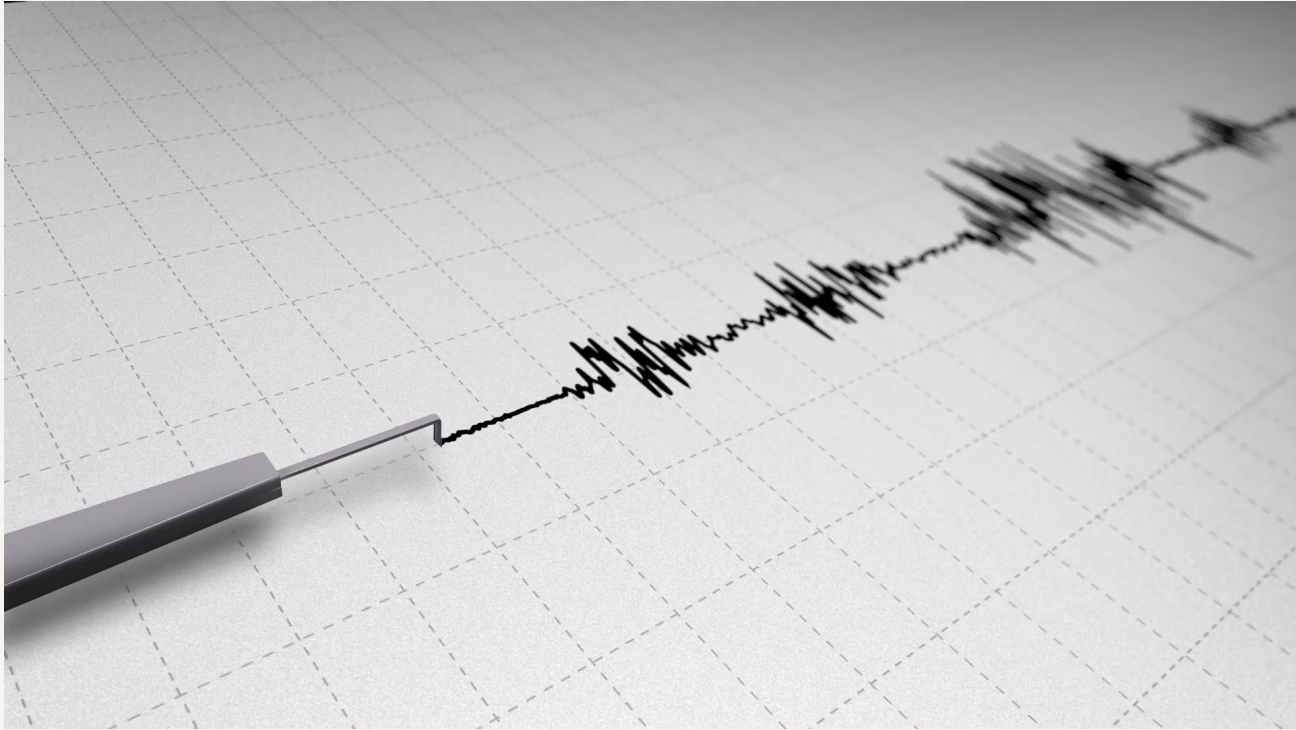
**Bridging the \$300B divide:
Mining the gaps with Black
Consumers**



Dawn V. Carr

Founder & CEO, Mahogany Insights





2020-2021 was a catalyst for change

*"2020 taught me that no matter how hard I work or what I do, it doesn't matter. **I'll always have to fight to be seen as human.**" –Boomer*

*"**I can't feel proud about my hard-earned promotion because I know someone had to die** – and people had to be forced to watch it over and over again - for me to get a new title." – Gen X*



*"At the end of the day, **we have to save ourselves. No one is coming for us.** We don't matter." (Gen Z)*

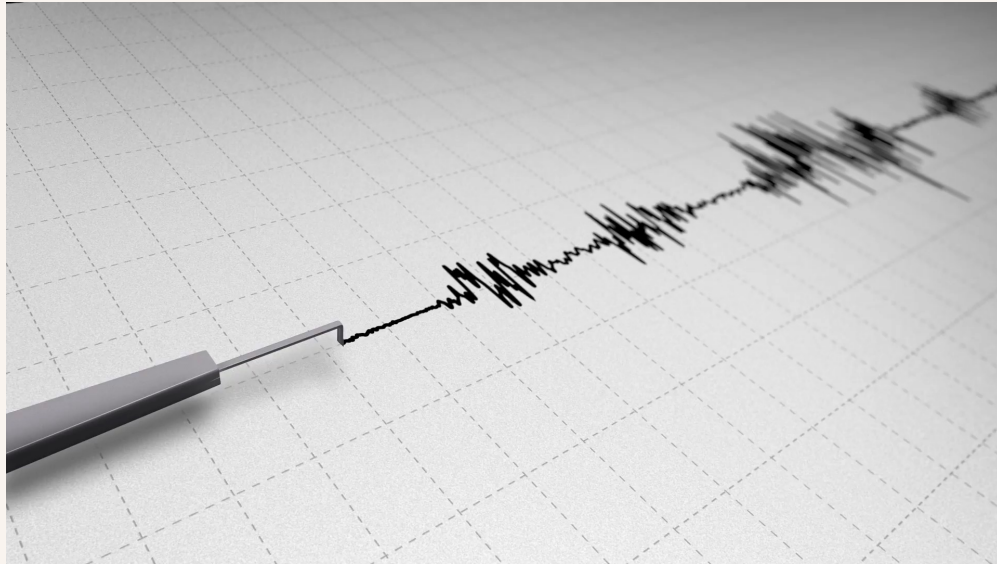
*"I feel inadequate. Many times, I cannot feel integrated in society in fact where I live. **I feel unable, ugly, insecure and especially afraid.**" – Millennial*



**LIFTING.
EVERY.
VOICE.**

*A market research firm committed
to representing the voices of Black humans
and helping companies create a more inclusive world.*





Black consumers are important to our business (**TRUTH**)

and there is likely financial upside to getting it right (**MOTIVATION**)

BUT

Are the knowledge gaps and/or opportunity big enough to warrant the investment or risk? (**TENSION**)



14.2%
Total Population



30% are under age of 20
20% of Gen Z



49%
have never been married¹



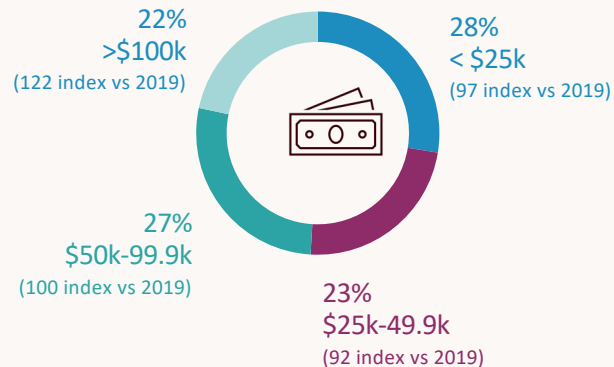
46%
Urban (133 index)⁴

2024 Black Buying Power (Projected)

\$1.8T

↑ 81% since 2010

Black Household Income Distribution (2021)⁴





\$300B

-McKinsey & Company 2021

"... if we simply close the brand market share gaps among [U.S.] multicultural consumers that are below the national average, P&G would add more than \$500MM in extra sales annually. Do the math for your brands. Few opportunities come close."

--Marc Pritchard, Chief Brand Officer, Procter & Gamble



**MULTICULTURAL
MARKETING
IS
MAINSTREAM
MARKETING**

**Multicultural Marketing: The
BIGGEST Growth Opportunity**

 **Marc S. Pritchard**
Chief Brand Officer at Procter & Gamble

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ACCESS



Access = freedom of choice

AGENCY



Agency = active force; power

ACCESS



Limited access = distorted view of habits and practices

AGENCY



Limited agency = less desire or ability to interact with your category or brand



Category

Brand

1. HH Penetration

2. Volume Sales

3. Dollar Sales

1. HH penetration (**high**); Sales (**low**)
2. HH penetration (**low**); Sales (**high**)
3. Volume sales (**high**); Dollar sales (**low**)



Bridging Your Gap with Black Consumers



1. Gather Data
2. Conduct an Audit
3. Commit to Action

Thank you.



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INSIGHTS

www.mahoganyinsights.com

dawn@mahoganyinsights.com



[@dawnvcarr](#)

