



The State of **Black American Consumers**

2025

A Report from

MRI | SIMMONS

The State of Black American Consumers in 2025

Savvy marketers understand that a successful marketing strategy is incumbent upon reaching a more diverse, tech-savvy, and young consumer audience.

Not only do Black /African American consumers represent the second largest ethnic group in the United States, but they have the fastest-growing youth segment as compared to non-Black/African Americans. With a younger average age, Black consumers are more likely to be 'Tech-Savvy' and involved in social media, making them more accessible to marketers. In addition, they tend to spend more on clothing, shoes, automotive and entertainment products than the average American, as well as being early adopters and influential among their friends and family, making them a valuable cohort.

To sum up, a marketing strategy that incorporates Black /African American consumers is an investment in future success. The benefits of such an approach include increased brand loyalty, higher customer satisfaction, and a more diverse customer base.

This report highlights key trends among Black/African American consumers across demographic, economic, attitudinal, and media behaviors. Insights are drawn from the MRI-Simmons USA study, which features a nationally representative sample of Black/African-American respondents, as well as the MRI-Simmons supplemental Focus Studies.

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The State of Black American Consumers 2025

Population is Young and Growing in Size



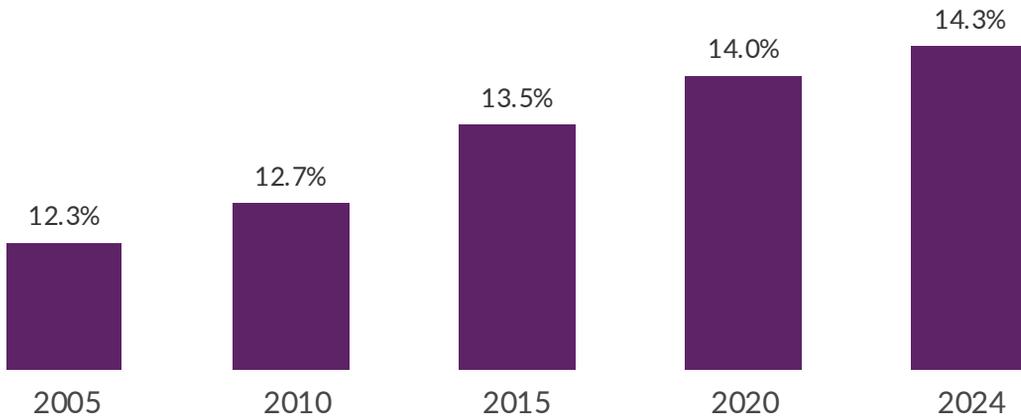
The number of Black Americans is on the rise, as is the share of Black Americans in younger age groups.

The Black/African American population is growing in America

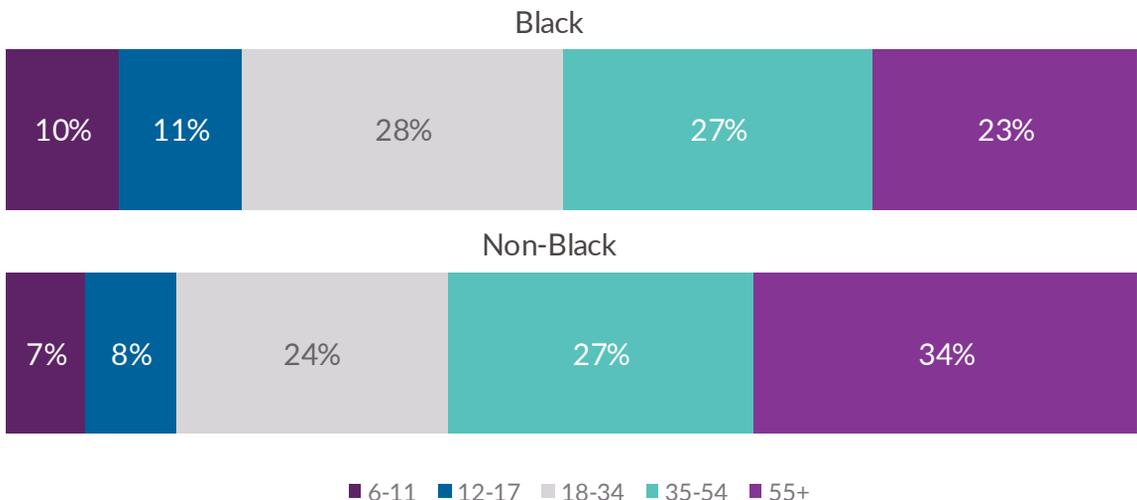
Population growth driven by youngest cohorts (under 35)

Already the second largest ethnic minority group in the United States, the Black/African American population is growing. In 2025, this group is younger compared to non-Black Americans, with nearly 30% in the 18-34 age bracket (compared to 24% of non-Black Americans) with a much smaller proportion of older individuals (23% of Black Americans are age 55+, compared to 34% of non-Black). A growing population of young Black/African Americans within the 18-34 age bracket suggests this group’s continued influence on the population in the years to come.

Percent of Americans age 6+ who are Black



Population by Age Group



Source: MRI-Simmons USA: Fall 2005-2024; MRI-Simmons Kids USA 2005-2024; MRI-Simmons Teen Lifestyle 2005-2024

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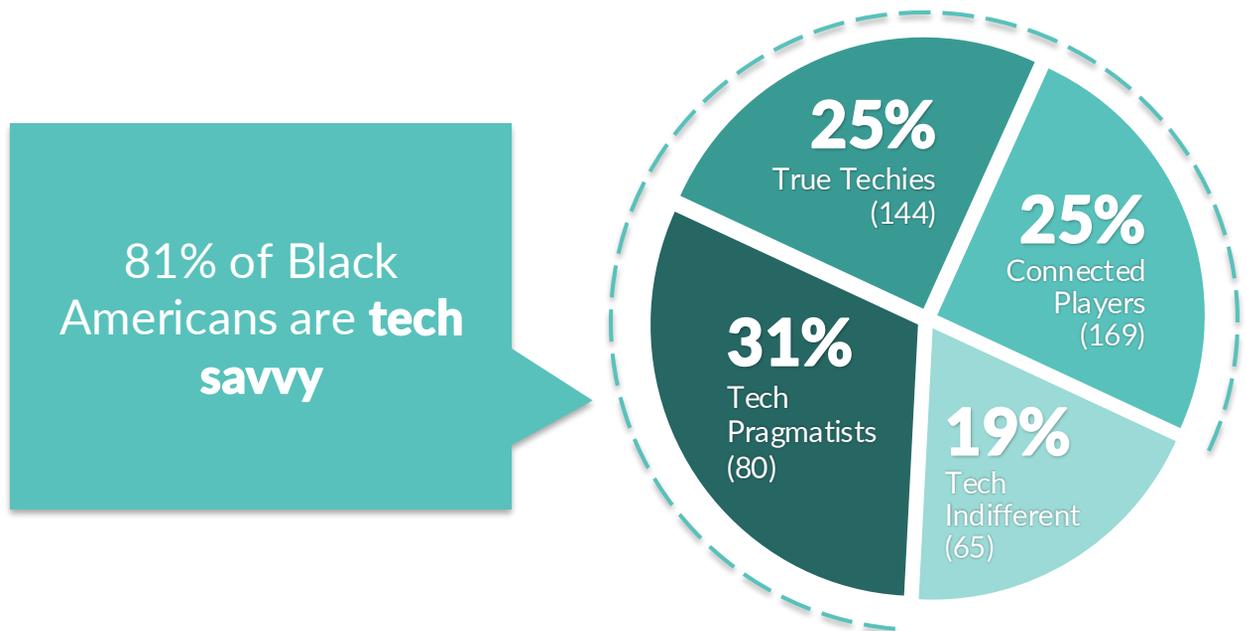
Black Consumers' Diverse Attitudes and Behaviors



Like any group, America's Black population is not a monolith. Marketers should understand the variety that exists within the Black population and what attributes stand out.

The vast majority of Black Americans are tech savvy

Though the technology habits of Black Americans run the gamut, there is a clear majority in the segments that are comfortable with the latest and greatest technologies, seeking out the latest innovations to enhance their experiences and stay connected. While, the biggest segment, **Tech Pragmatists**, take a measured approach to their purchases, keeping up with tech innovations and researching products, they usually buy products that work with what they already have.



True Techies: The techiest of the techies, adults in this group are always first to have the newest and shiniest tech toys, games, and gadgets, hoping for the WOW! factor from those around them. They are a source of tech information for friends and family because they are always on top of emerging technology.

Connected Players: Technology and internet connectivity is important for the Connected Players, especially as it pertains to gaming. They are avid gamers who consider gaming their primary form of entertainment, and they get their information about technology from friends and advertising.

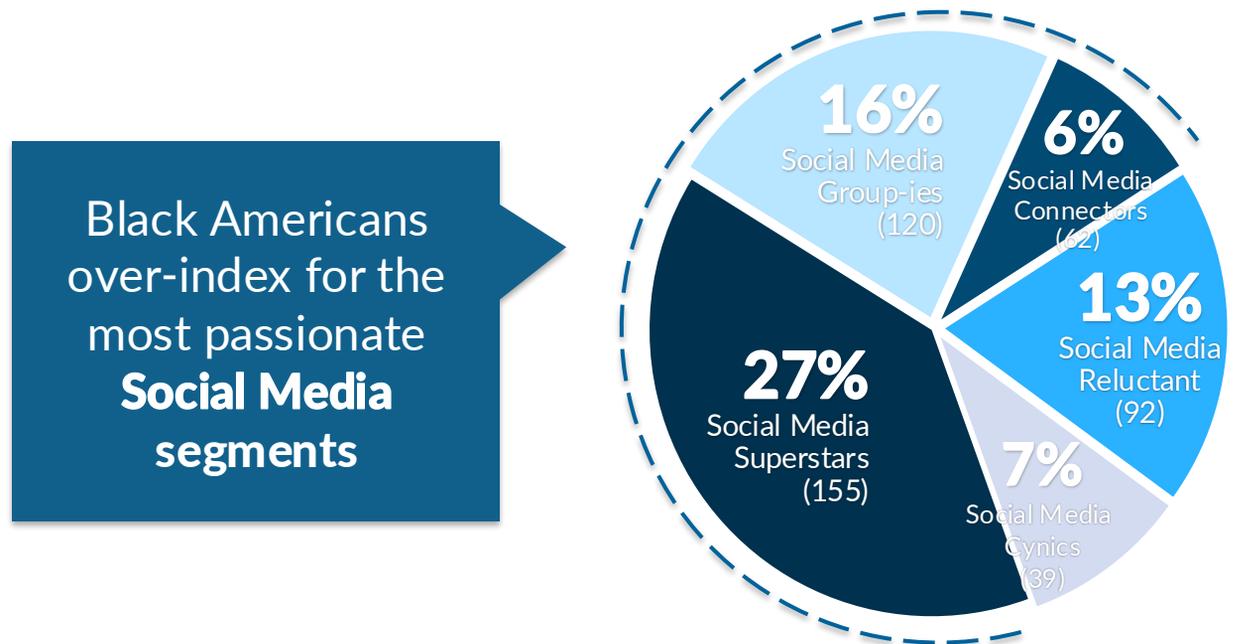
Tech Pragmatists: Consumers in this group are practical about their technology and use it to benefit their lives. They do pay attention to innovations in technology but like to do their research and read reviews before buying anything new – and when they do buy, they prefer devices that work with what they already have.

Tech Indifferent: These adults see technology as a necessary evil, useful at times, but generally more complicated than it needs to be. This group generally needs assistance to use their new devices but may embrace new products if they are simple and easy to use

Source: MRI-Simmons USA; Winter 2025 (index vs Adults 18+).

Black Americans have meaningfully embraced social media

Among social media users, nearly half of Black Americans fall into segments that rely on Social Media and significantly over-index for the two most engaged social segments. These consumers use Social Media to improve their lives, stay connected, and trust it as a primary news source. Social Media provides them a platform to support causes they care about, make product recommendations, and discover new brands to drive their purchasing behaviors.



Social Media Superstars: This group lives and breathes by social media. They create content to share, trust social media for information, follow influencers, and say that social media is their primary news source. They interact with their fellow social media users, commenting on posts, supporting issues and causes, making product recommendations, and say that social media improves their life overall.

Social Media Connectors: This segment relies on social media to stay connected with friends and family. They post updates about their lives, comment on others' posts, and share memes, photos, and other content. Social media content also helps drive their face-to-face interactions.

Social Media Group-ies: These adults follow their favorite groups, brands, and celebrities on social media. Posts, brand content, and influencers drive their purchases, and they are also likely to share their opinions of brands and products on social media. They trust social media content and are more likely to consider it one of their primary news sources.

Social Media Cynics: While active on social media, this group is wary of what they read. They say that social media makes them anxious and sad and realize that it is hard to get truly balanced information from these platforms. They tend to lurk and read others' posts rather than interacting, as they feel that social media discourages genuine interaction.

Social Media Reluctant: Although this group is on social media, they tend to be uninvolved and relatively inactive compared with the other groups.

Source: MRI-Simmons USA; Winter 2025 (base: any Social Media Segment).

3 of 4 Black Americans embrace new styles and high fashion

Black Americans' fashion attitudes and behaviors showcase a confident and fashion-forward nature. One of the most prominent segments, **Fashionistas**, are the first to try new clothing styles among their friends. Slightly more than one-quarter **Dress to Impress**, as they aim for the bar set by celebrities and influencers. Other Fashion & Style segments have a sizable portion of Black Americans, but they are less likely than the average American to fall there.



Fashionistas: Making a unique and trendy fashion statement is critical to this group's image. They like to experiment with new styles, mix and match low- and high-end fashion, and are the first among their friends to try new clothing styles. They pay attention to social media influencers and like to spend money to get the newest and best styles.

Beauty Explorers: Makeup, hairstyles, skin care, and their appearance define the Beauty Explorer segment. They enjoy experimenting with new styles and are careful to maintain a youthful appearance. They often shop for new beauty products online and look to social media for new ideas.

Dress to Impress: Celebrities, influencers, fashion, and beauty products are important to this group. It's all about the image, from upscale designer labels to the newest trends, this group is out to impress others in terms of style, fashion, and makeup.

Classic & Content: Timeless and classic fashion drive consumers in this segment. They dress to please themselves and focus on comfort rather than trends. They are not averse to shopping, but generally only shop when they need to replace an item from their wardrobe.

Designer-Driven: The designer label matters to these consumers, as does their appearance, being attractive to others, and maintaining a youthful look. They like to shop and spend, and their budget allows them to buy high-quality designer fashion.

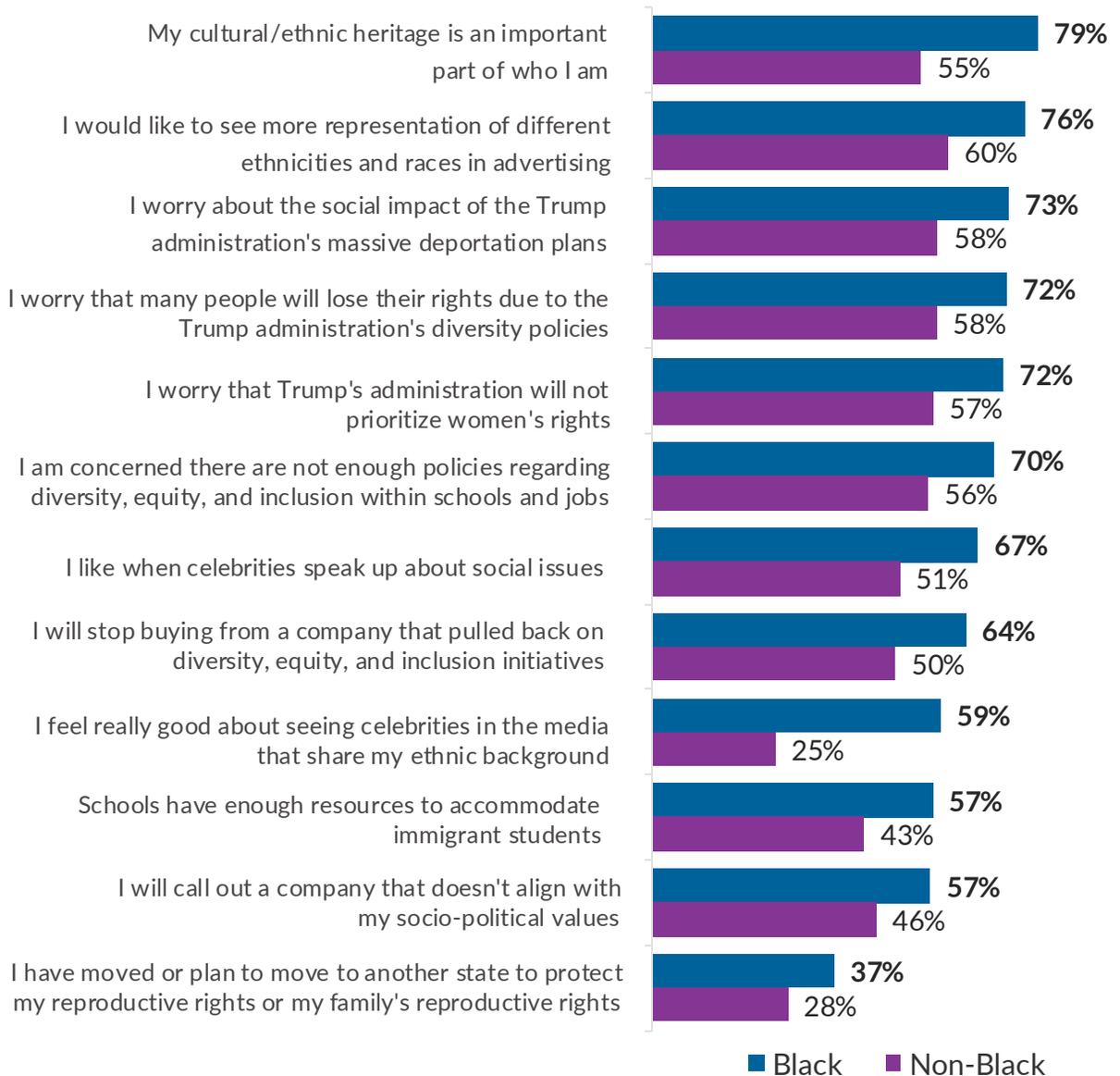
No Passion for Fashion: Adults in this group have no interest in fashion. They see clothing as a utilitarian necessity and will only shop for shoes and clothes when they absolutely need them.

Source: MRI-Simmons USA; Winter 2025 (index vs Adults 18+).

Black Americans support a variety of social and political issues

Black Americans are vocal on supporting political issues surrounding racial justice, gender issues, and cultural inclusion. Their cultural/ ethnic heritage is important to who they are, so they find it important to have representation in advertising and media, prefer companies with diversity, equity, and inclusion initiatives, and are more likely to shop from black-owned businesses.

Political and Social Attitudes



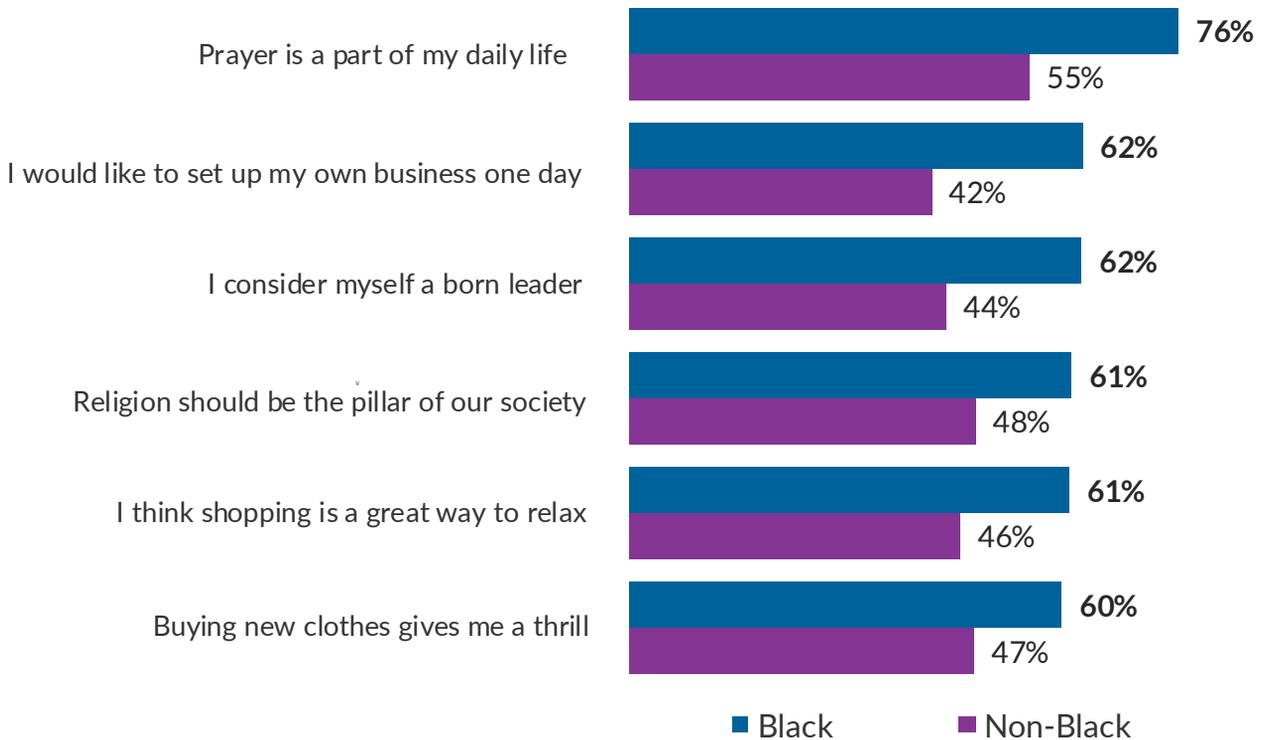
Source: MRI-Simmons Trending Topics Study (Q2 2025); USA Winter 2025; Top 2 box (any agree)

Black Consumers value faith, ambition, and looking good

Black Americans are dynamic consumers driven by their values such as looking good, having ambition, and prioritizing their faith. They enjoy shopping and style, agreeing that buying new clothes gives them a thrill. They are driven by their ambition and self-perception as born leaders and faith is integral to their daily lives.



Psychographic Attitudes

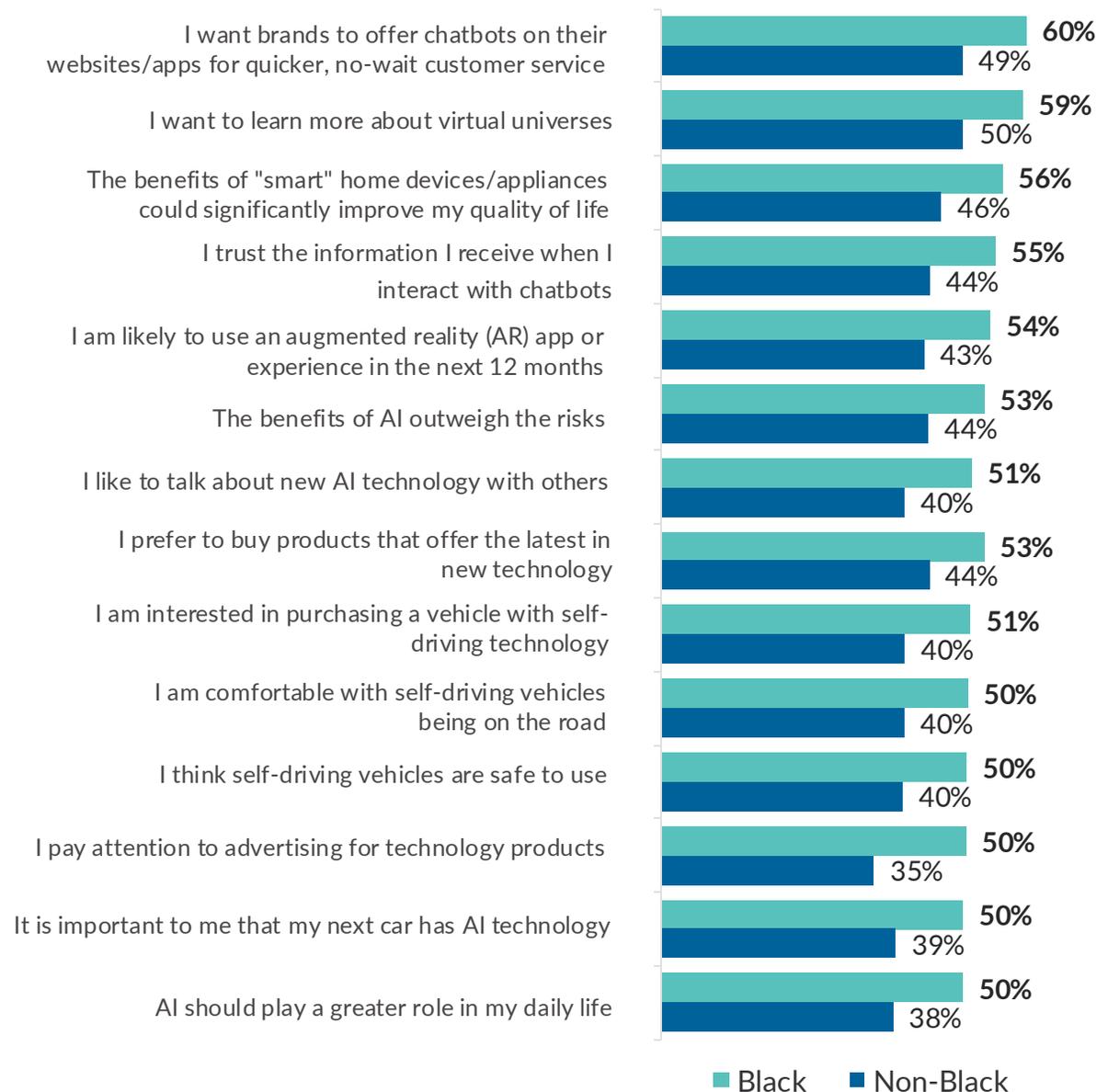


Source: MRI-Simmons 2025 Winter USA; GfK Roper Values – Very Important; Attitudes: Top 2 box (any agree)

Black consumers want technology to be in their daily lives

As tech savvy consumers, Black Americans are interested in integrating new technologies in all areas of their life. They want Artificial Intelligence to play a greater role in their lives, are interested in purchasing a self-driving vehicle, think that “smart” home devices/appliances could significantly improve their quality of life, and are on the lookout for the newest tech to purchase.

Emerging Technology Attitudes



Source: MRI-Simmons 2024 October Digital Life; USA Winter 2025; Top 2 box (any agree)

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Discretionary Spending and Financial Outlook



Marketers should understand the spending power, purchase categories, and economic attitudes among Black consumers.

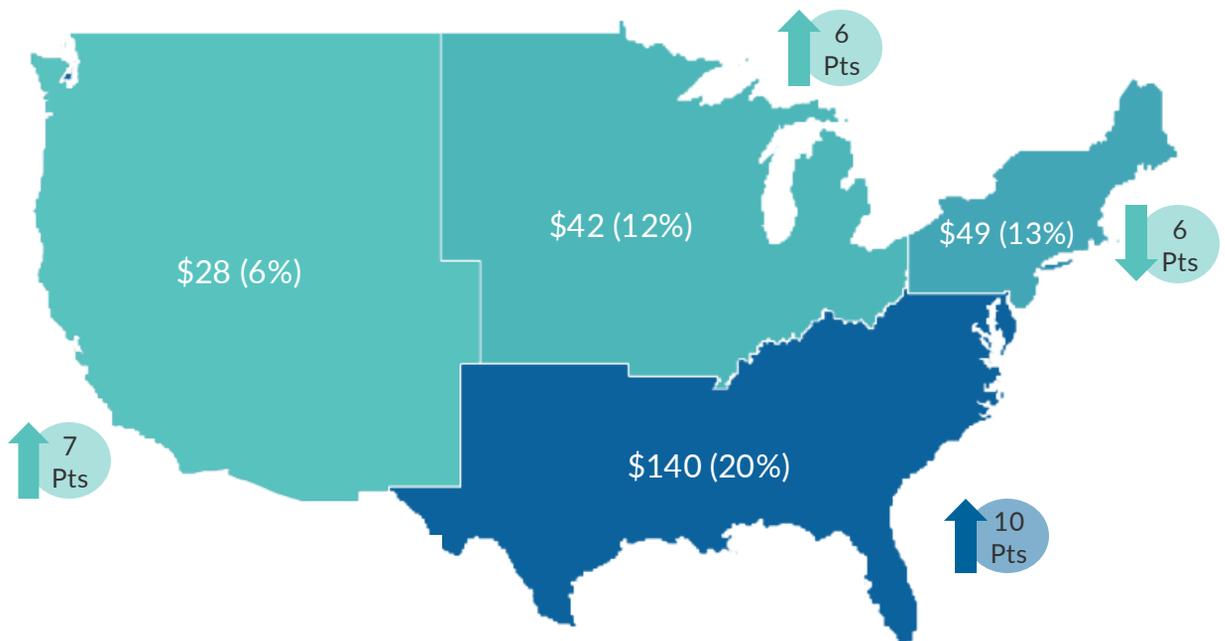
Discretionary Spending Estimates

Black Americans spent nearly a quarter trillion on non-essentials

Black households account for 14% of all discretionary spending in the United States, with annual expenditures of \$259 billion on non-essentials as of 2025, up from \$226 billion in 2024.

Black households in the South control a much larger share of the region’s total expenditures on non-essentials than the rest of the US. For example, roughly one of every five dollars spent on non-essentials in the South (or 20%) are controlled by Black households, compared to just 6% discretionary expenditure dollars spent in the West.

Total Discretionary Spend (in Billions) and Percent Controlled by Black Households, 2025



Total US: \$259 (14%)



Source: MRI-Simmons USA, Winter 2025 SPENDEX; HH weight

Discretionary Spending by Market

Black control of discretionary spending varies greatly by market

Marketers need to understand the degree to which Black households control total discretionary spend, which is largely driven by the size of the Black population in a given area. In the Atlanta market, for instance, Black households account for over a third (35%) of the area's \$45 billion dollars in annual discretionary spending, compared with just 16% of the Miami market's \$32 billion.

% of Total Discretionary Spend Controlled by Black Households in Select Markets, 2025

Market	Total Discretionary Spend Estimate (in billions \$)	Black Discretionary Spend Estimate (in billions \$)	Black HH % of Discretionary Spend Estimate	
Atlanta	\$45	\$16	35%	 5 Pts
Washington, D.C.	\$41	\$12	28%	
Detroit	\$29	\$7	23%	
Houston	\$34	\$7	22%	
Philadelphia	\$50	\$11	22%	 5 Pts
Dallas	\$47	\$9	20%	
Chicago	\$49	\$9	19%	 6 Pts
New York	\$155	\$29	19%	
Cleveland	\$21	\$4	18%	
Miami	\$32	\$5	16%	

Source: MRI-Simmons USA, Winter 2025 SPENDEX; HH weight

Product Category Spend In The Last 12 Months

Black consumers spend more than average on some product categories

In the last 12 months, Black Americans spent more than the average American on items that appeal to their value to look good and for entertainment such as a mobile apps, hair salons, shoes, apparel and accessories. They plan to spend more than average on entertainment and mobile phone products in the next 12 months. Black consumers also recommend products in finance, health care, automotive, technology, and food at a higher rate.

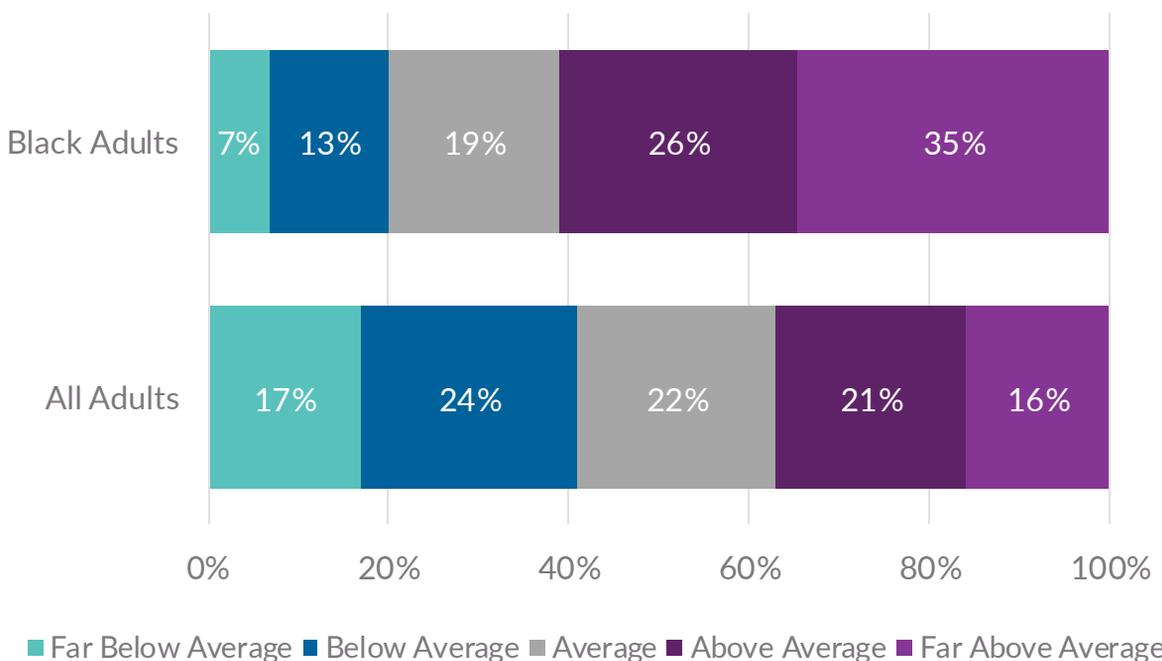
Category	Total US Consumers	Black Consumers
Average Amount Spent Last 30 Days by Category		
Liquor	\$45	\$51
Mobile Apps	\$14	\$15
Convenience Stores	\$68	\$70
Average Amount Spent Last 6 Months by Category		
Barber Shops	\$89	\$102
Beauty Parlor	\$111	\$126
Children's Shoes	\$117	\$129
Average Amount Spent Last 12 Months by Category		
Athletic Shoes	\$169	\$216
Perfume/ Cologne	\$83	\$101
Men's Clothing	\$235	\$269

Source: MRI-Simmons USA, Winter 2025.

Black Americans are trendsetters across categories

6 in 10 Black consumers are above average for having a propensity to being first to try new products, clothing styles, food trends, technology, and other categories. But they are not just trendsetters – they are also much more likely to be super influencers across a wide range of categories, including music, mobile/ cell phones, education, TV shows, movies, shopping, and more.

First-In-Line Consumer Scale



30%
 “my family/friends trust my advice on **cooking**”

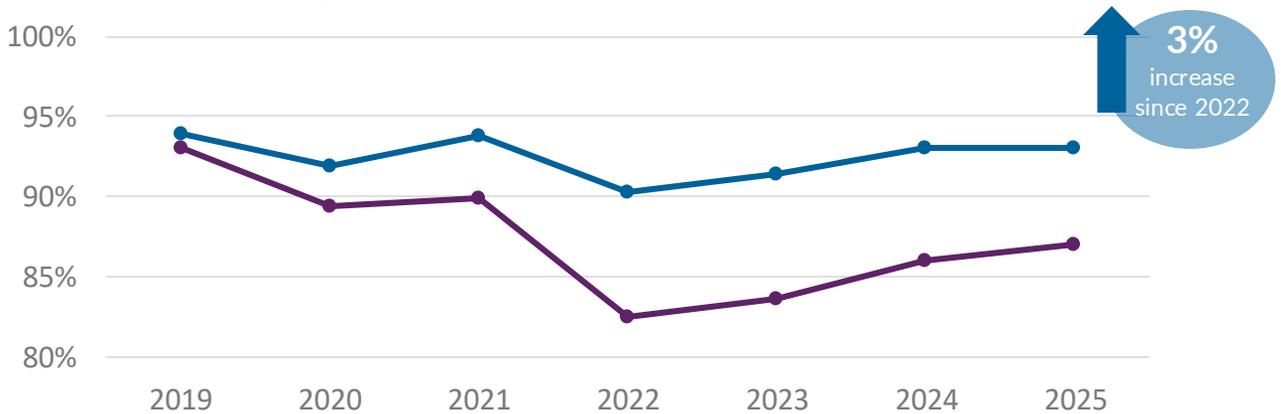
24%
 “my family/friends trust my advice on **healthcare**”

Consumer Economic Outlook

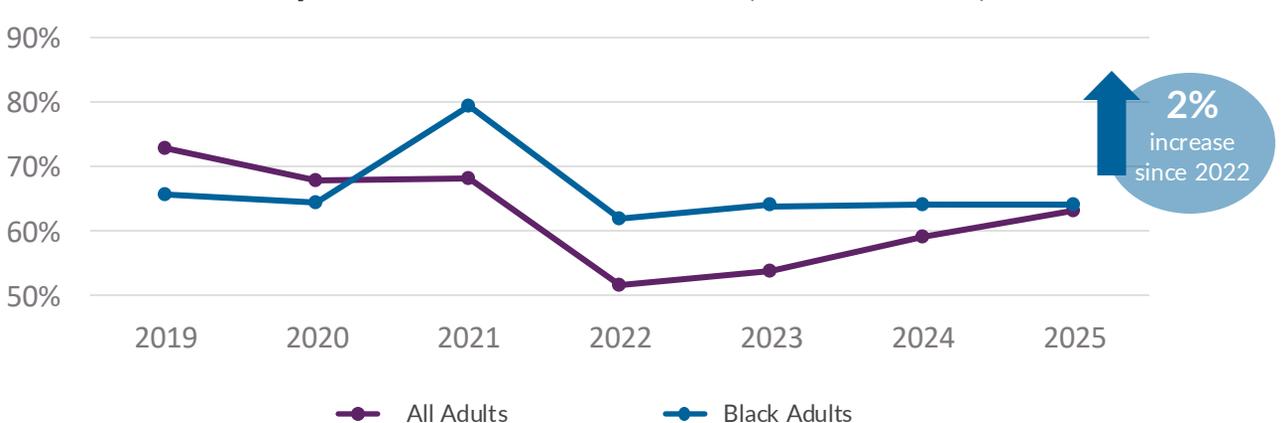
Black consumers are more optimistic about their financial future

Up through 2020, Black Americans had similar opinions about how much better off they personally would be as compared with Americans in general. But while the trend has been downward for both groups over the past few years, Black consumers are, in 2025, Six percentage points more optimistic than adults overall. The contrast is even more interesting when looking at the picture of the overall economy. Black Americans trended more pessimistic in general until 2020, when the tables turned. Although the trends since then, mostly during the pandemic, have a downward trend, Black consumers are becoming in line with Americans overall. Though still trending lower, Black Americans' consumer confidence is on the rise.

Personally Better Off or About the Same (next 12 months)



Economy Better Off or About the Same (next 12 months)



Source: MRI-Simmons USA, Fall 2019-2024, Winter 2025; Top 2 box (Better or About the same)

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Media Habits and Advertising Attitudes

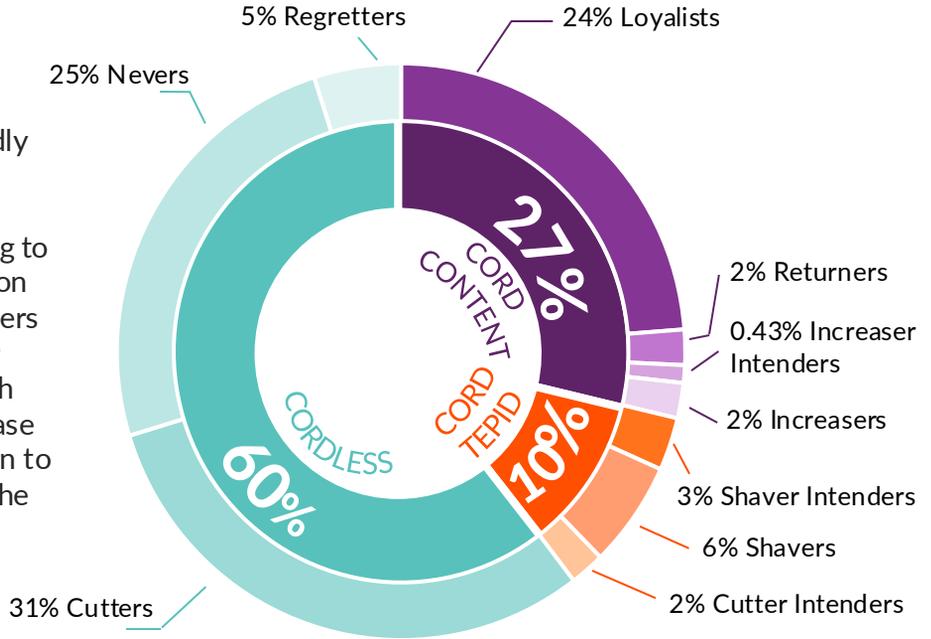


To reach Black consumers effectively, marketers must first understand where they are consuming content and how they feel about advertisements.

How Black Americans access TV content

60% of Black Americans are Cordless

Advertisers and content creators grapple with a rapidly evolving media landscape as cord cutting and streaming become dominant. According to MRI-Simmons' Cord Evolution study, 60% of Black consumers don't subscribe to a cable or satellite service but are much more likely to want to increase their cable products or return to the cord after cutting than the average American.



The Corded group can be broken down into two sub-groups:
Cord Content those who are happy with their TV cord and have no plans of cutting
Cord Tepid those who are on the fence about their TV Cord, meaning they have just shaved/ plan to shave, or plan to cut services all together
 Those who currently do not have a cable cord are in the **Cordless** group

Within these 3 larger groups, there 10 nuanced groups:

- Cord Content**
 - Cord Loyalists:** Households has pay TV service (cable, satellite, or fiber optic) and has not or does not plan to make changes to service in next 6 months
 - Cord Returners:** Households cancelled their pay TV service (cable, satellite, or fiber optic) in the last 6 months and then re-subscribed.
 - Cord Increaser Intenders:** Households has TV service (cable, satellite or fiber optic) and plans to increase services or channels in next 6 months
 - Cord Increasers:** Households has pay TV service (cable, satellite or fiber optic) and increased services or channels in last 6 months
- Cord Tepid**
 - Cord Shaver Intenders:** Households has TV service (cable, satellite or fiber optic) and plans to shave/reduce services or channels in the next 6 months
 - Cord Shavers:** Households has pay TV service (cable, satellite or fiber optic) and shaved/reduced services or channels in the last 6 months
 - Cord Cutter Intenders:** Households has pay TV service (cable, satellite or fiber optic) and plans to cancel services in the next 6 months
- Cordless**
 - Cord Cutters:** Households cancelled their pay TV service (cable, satellite, fiber optic) and has no intention of resubscribing in next 6 months
 - Cord Nevers:** Household never had pay TV service (cable, satellite, fiber optic) and does not plan on subscribing in the next 6 months
 - Cord Cutting Regretters:** Households cancelled their pay TV service (cable, satellite, or fiber optic) in the last 6 months, but plans to re-subscribe in the next 6 months

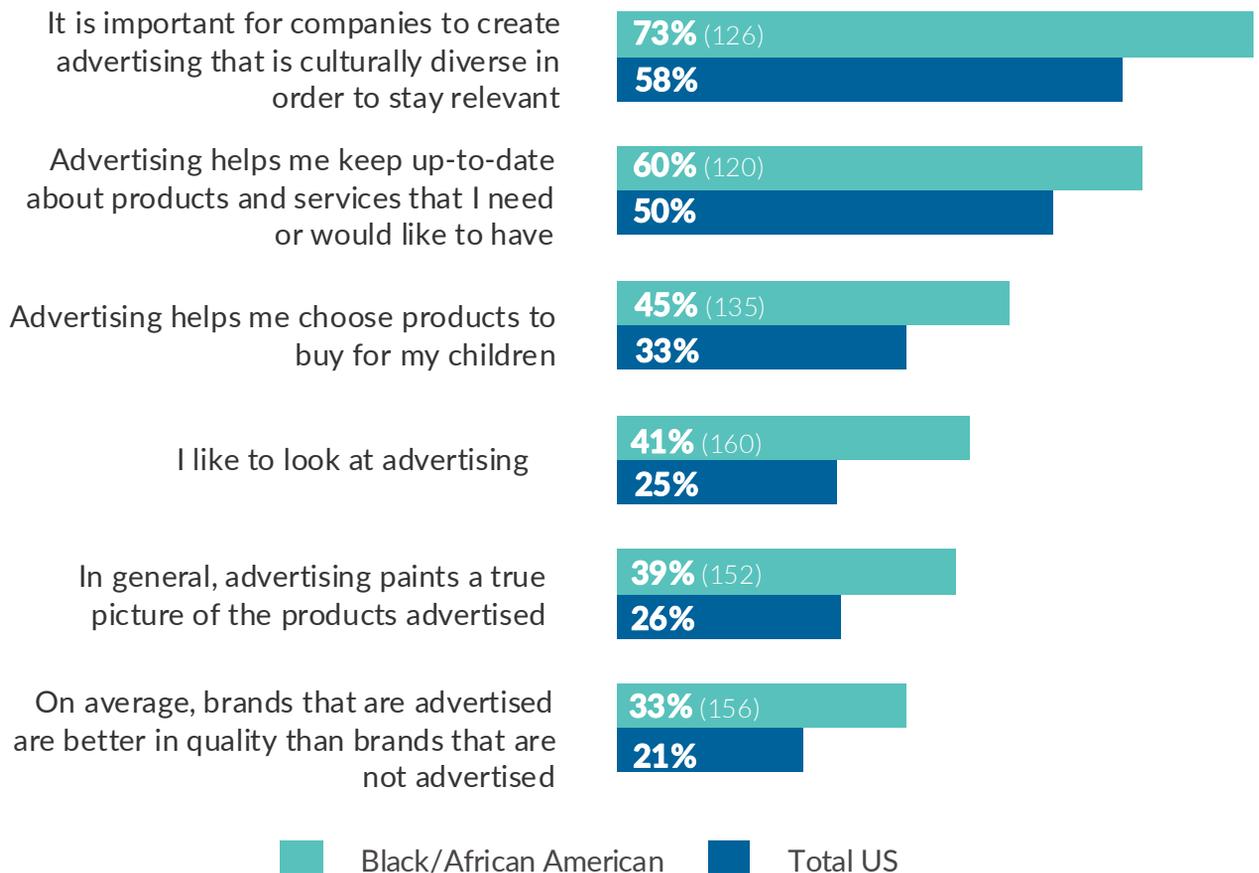
Source: MRI-Simmons 2025 March Cord Evolution Study.

Attitudes Toward Advertising

Black consumers generally like ads and find them helpful

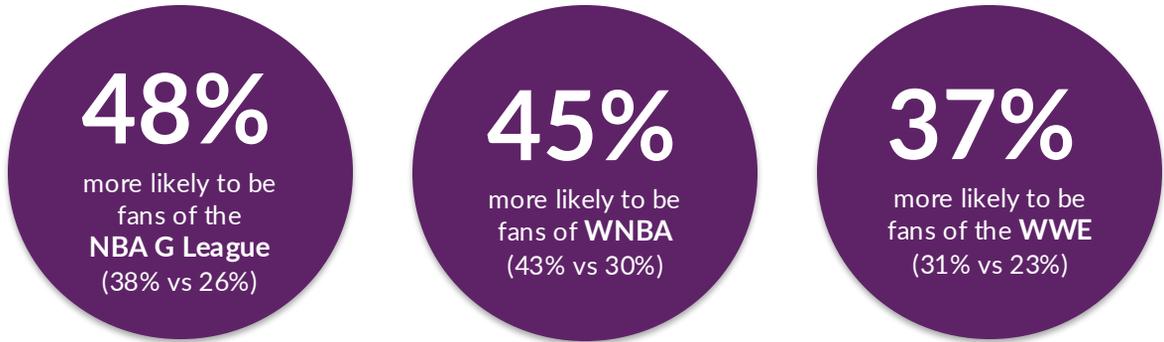
Segments that look upon advertising favorably are a marketer’s dream. When asked about their attitudes toward advertising, positive sentiments rise to the top. For example, Black Americans are 60% more likely to like looking at advertising versus the total population and find ads helpful in making purchase choices for high-quality products.

Black respondents are also more likely to see advertisements about products for kids in a more positive light than the total US. This group is 35% **more** likely to agree that “advertising helps me choose products for my children,” and 14% **less** likely to think “advertising to children is wrong.”

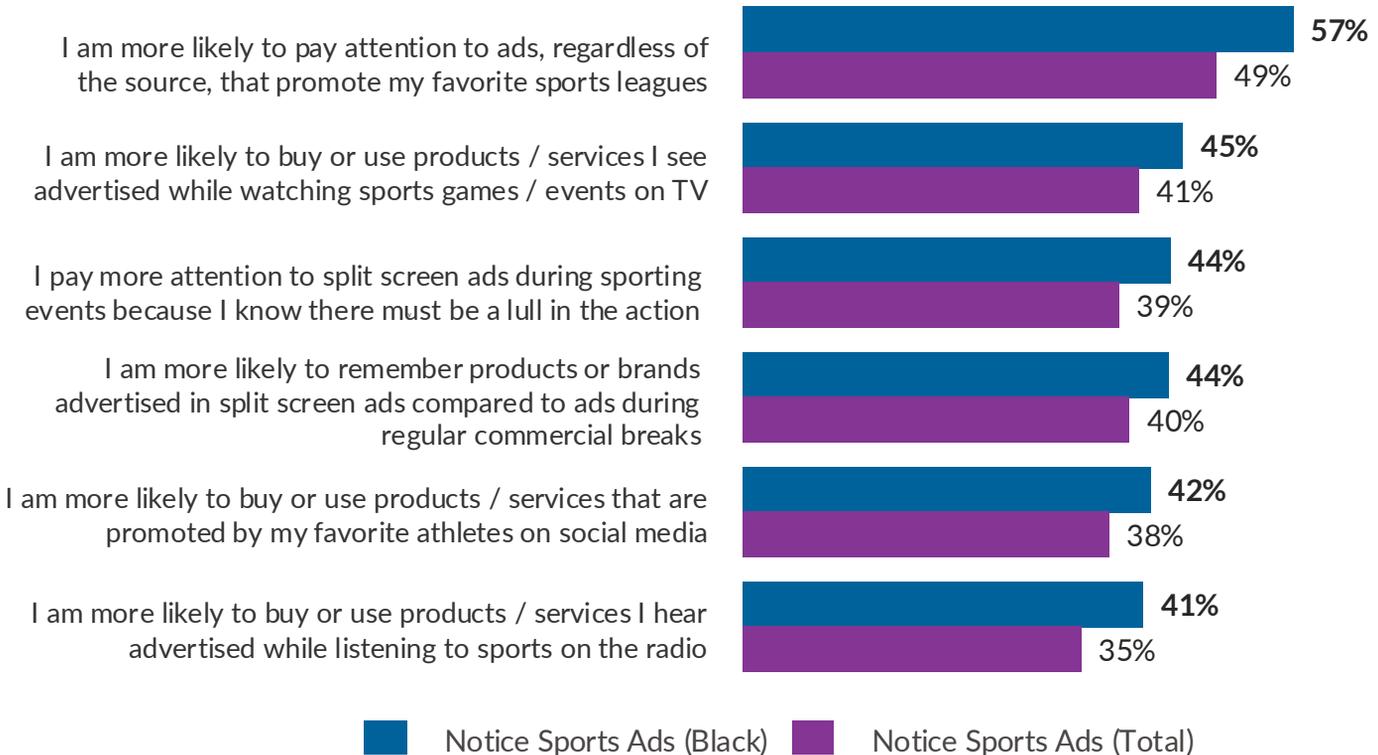


Black Sports fans are attentive to ads – wherever they are

Sports are one of the great unifiers across the country. As with the rest of the US, the NFL (61%) and college sports in general (60%) are at the top of the list. However, Black sports fans are 35% more likely than sports fans overall to be fans of the NBA, 23% more likely to be college basketball fans, and 33% more likely to be boxing fans. And they are attentive to the ads during their favorite sports broadcasts, across TV, radio, podcasts, and magazines.



Sports Advertising Attitudes



Source: MRI-Simmons 2024 November Sports Fan Study; Top 2 box (any agree)

Summary

- The Black American **population is growing**, especially among the younger cohorts, at 14% of the total 6+ population in the United States. Nearly 3 in 10 of Black Americans fall in the 18-34 age cohort.
- Segmentation analysis reveals that 81% of Black Americans **embrace technology to enhance their daily lives**, 75% have passion for style & fashion, and nearly half are very involved with social media.
- A dynamic consumer, Black Americans are **motivated by their values in looking good, ambition, and faith**. They find cultural inclusion important and are engaged in advertising across platforms.
- Black households account for \$259 billion (14%) of all the discretionary spending in the United States - but control their largest share of non-essential spending in the South (20%) and their smallest share in the West (6%).
- Discretionary spending varies by market, with Black households controlling 35% of the total non-essential spending in the Atlanta market and 28% in Washington, DC. New York (\$29B) has the highest discretionary spend, but only 19% of the total market spending.
- Black adults tend to have slightly more optimistic opinions about both their own personal finances and the national economic outlook than American adults in general.
- 60% of Black Americans are currently “cordless,” and only 27% are content with their conventional TV service (cable, satellite, or fiber-optic).

About MRI-Simmons

MRI-Simmons is the leading provider of insights on the American consumer. With transparency and methodological rigor at its foundation, MRI-Simmons makes consumer data smarter and empowers action from insights. A leader in consumer insights for over 60 years, MRI-Simmons possesses one of the few single-source, privacy-compliant data sets that is widely used for consumer profiling, media planning, data enrichment, and activation. Powered by address-based probabilistic sampling, MRI-Simmons measures real people, chosen at random to represent the US population in all its variations. The result is a nationally representative and culturally diverse data set that provides the most accurate view of the American consumer.

Catalyst, the company's consumer insights and activation engine, informs marketing strategy and streamlines the use of data to drive business results. Built on MRI-Simmons' nationally representative consumer truth set, Catalyst provides marketers with a series of modules, from consumer profiling through digital and addressable activation, designed to enable a self-service experience with complete transparency.

Launched as a joint venture in 2019, MRI-Simmons is co-owned by GfK and SymphonyAI Group, with GfK as the majority partner. In 2023, GfK combined with NIQ, bringing together two industry leaders with unparalleled global reach. To learn more, visit [mrisimmons.com](https://www.mrisimmons.com).