

AUGUST is NATIONAL BLACK BUSINESSES MONTH



NIELSEN REPORT PUTS BLACK BUYING POWER @ \$1.2 TRILLION



GAIN VISIBILITY

GET REVIEWS

SHARE SOCIALLY

BUILD

CONNECT

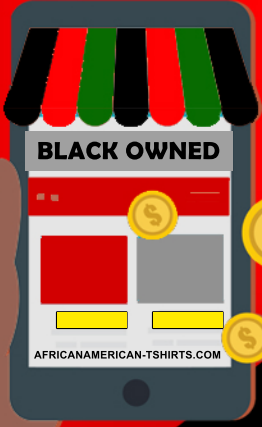


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FOCUS ON THE BAG



+53.9% MOBILE COMMERCE 2017-2021



114%

96%

AFRICAN AMERICAN BUYING POWER ROSE FROM 2000 TO 2018

FACEBOOK HAS THE HIGHEST REACH OF SOCIAL MEDIA APPS WITH AFRICAN AMERICANS

BLACK AMERICANS ARE 48 MILLION STRONG WITH NEARLY 25 MILLION BEING MILLENNIAL AGE



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Source: <https://fortune.com/2018/02/28/racehead-nielsen-report-black-buying-power/>
<https://www.nielsen.com/us/en/press-releases/2019/african-american-spending-power-demands-that-marketers-show-more-love-and-support-for-black-culture/>