

Diverse Voices

Accelerating Asian American Consumer Engagement



NIQ

Who is the Asian American shopper?



Relatively young population that is increasing in size



Total Pop 20.6M,
6.2% of US Pop

41%

Millennials

31%

of Asian American HHs have
children under 18



Average age 44

65%

have college + degrees higher
than total US @ 32.9%



Median HH income is \$70k

50%

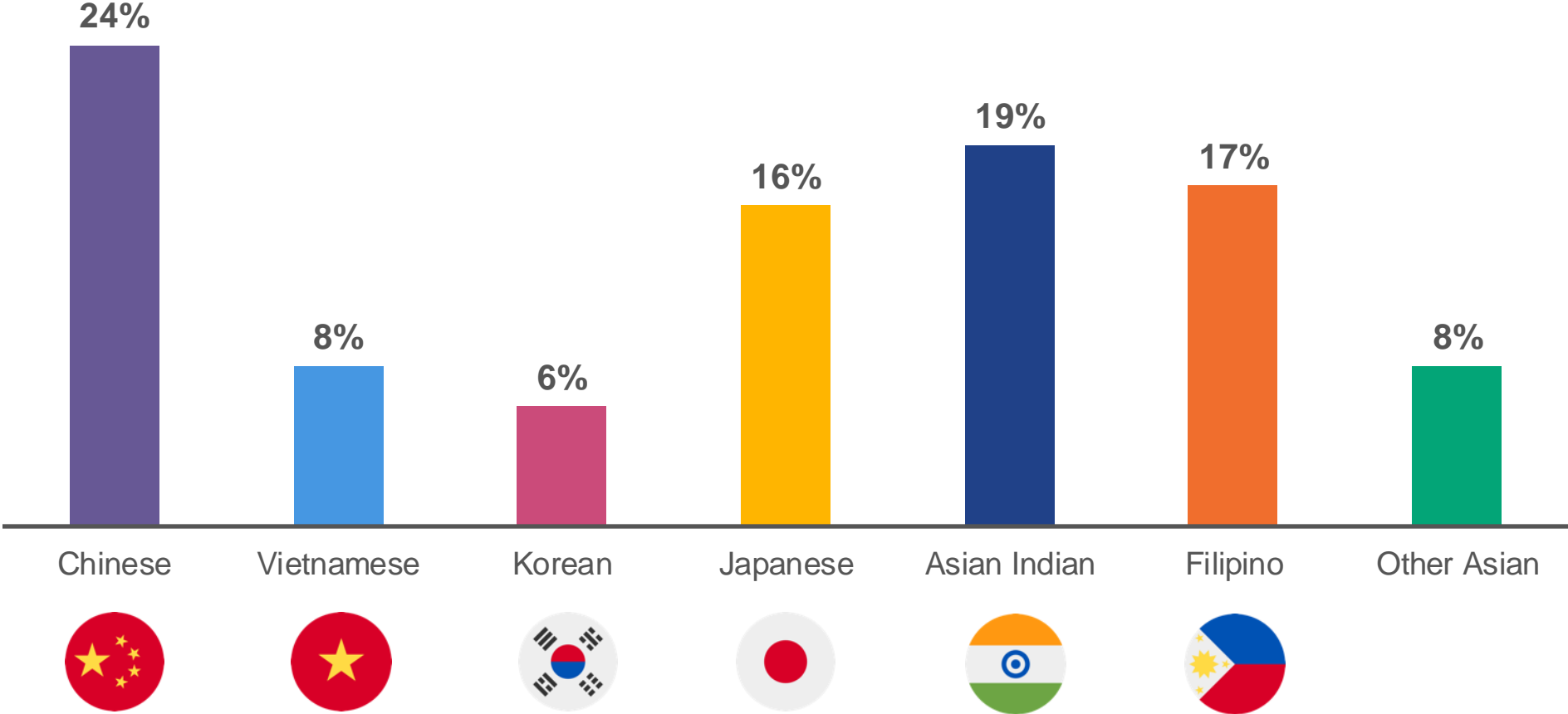
of Asian American population
live in the West region of
the US

53%

female

Data Source: Natural Marketing Institute Multicultural Whole Living Segmentation Survey September 2021

Varied cultural and ethnic identities



Data Source: Natural Marketing Institute Multicultural Whole Living Segmentation Survey September 2021

Buying power projections

Data source: <https://news.uga.edu/selig-multicultural-economy-report-2021/>



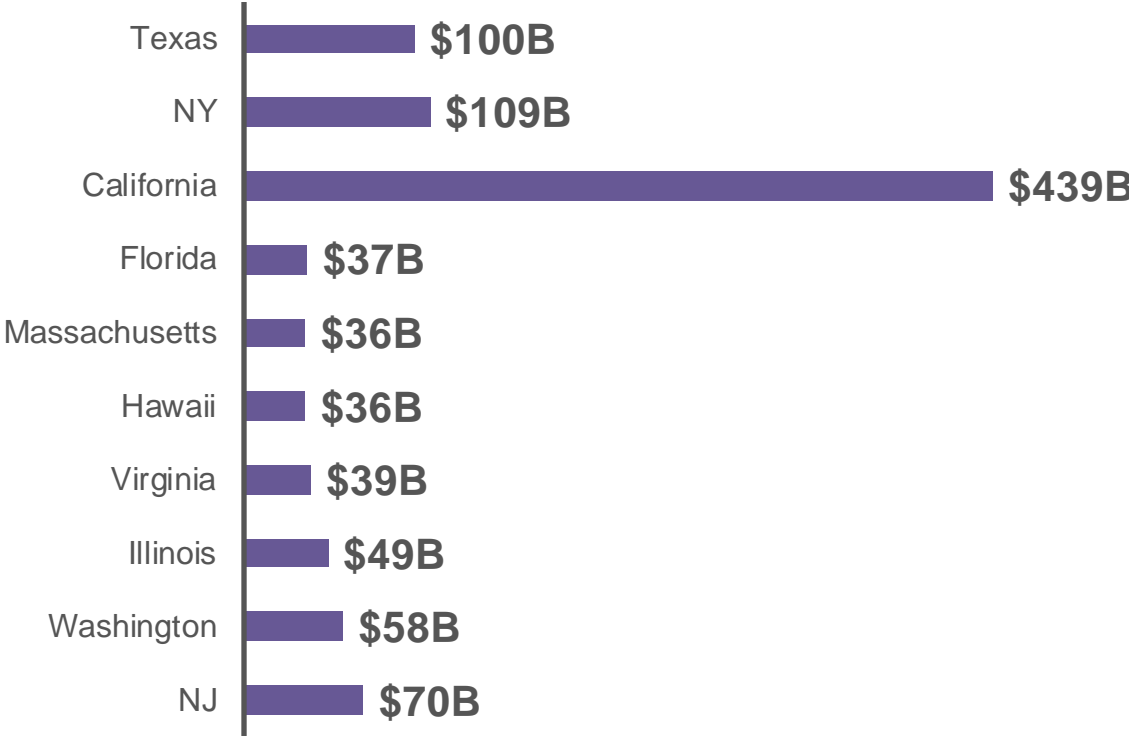
\$

*Buying power
reached*

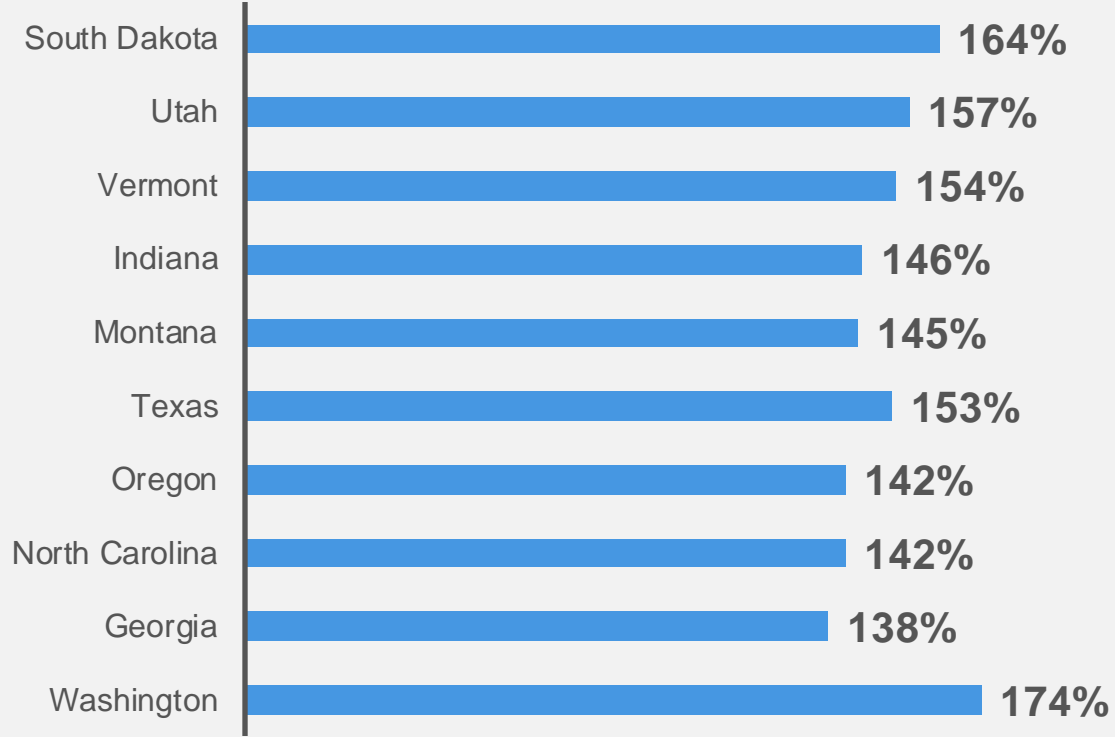
\$1.3T

in 2020

10 Largest Asian American Markets



Top 10 Fastest growing Asian American markets



Data source: <https://news.uga.edu/selig-multicultural-economy-report-2021/>

What is the Asian American shopper buying?



Asian American spend on trend with total US growth

Asian

Total Dollars: **\$184B, +8.5%**



\$41.27
Purchase size



165.9
Purchase frequency



\$6,847
Item buy rate

Total US

Total market **+8.5%**



\$41.35
Purchase size



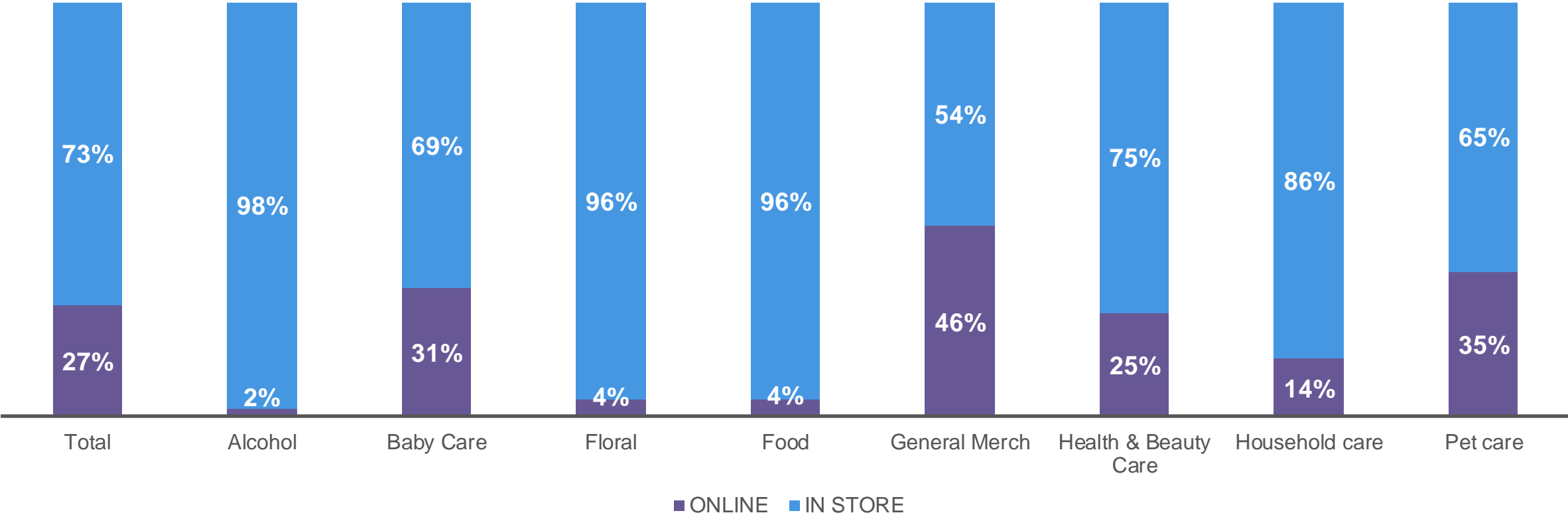
185.2
Purchase frequency



\$7,656
Item buy rate

Data Source: NielsenIQ OmniShopper Panel 52 WE 6/18/22

Online shopping preferences are category specific

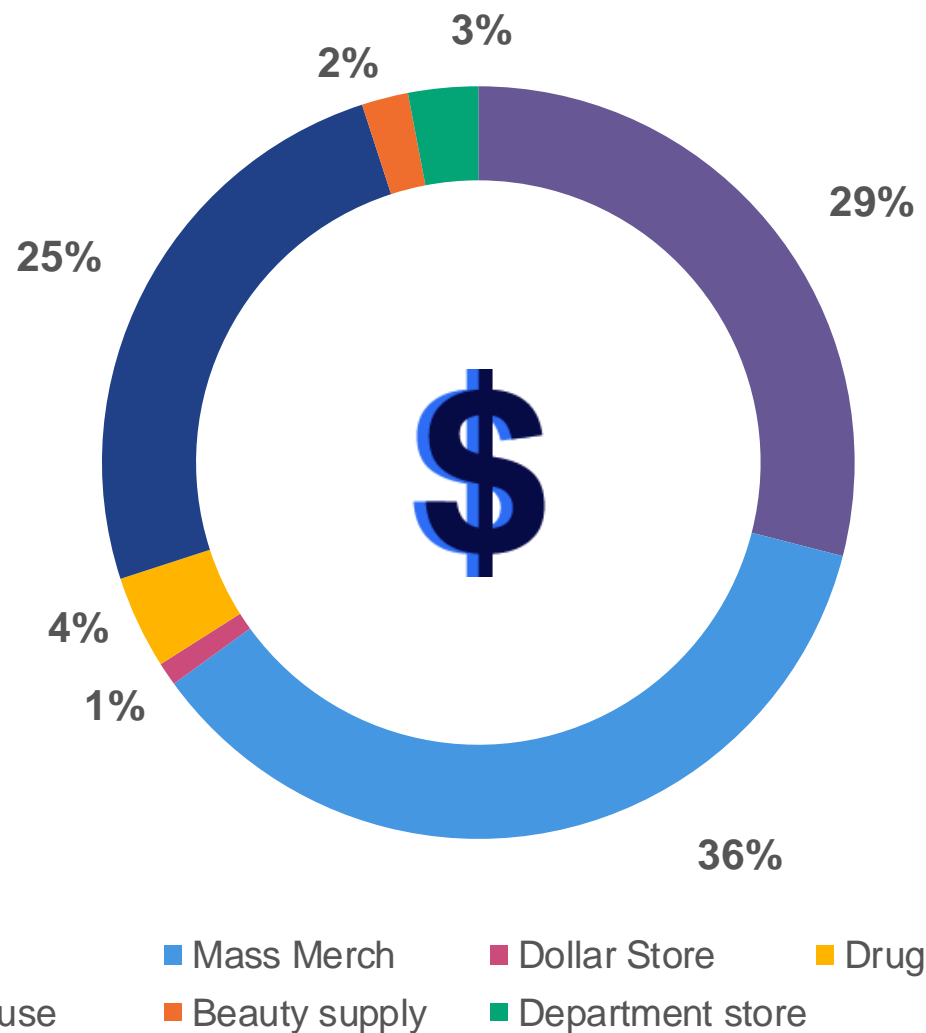


Data Source: NielsenIQ OmniShopper Panel 52 WE 6/18/22

Where are Asian American consumers shopping?

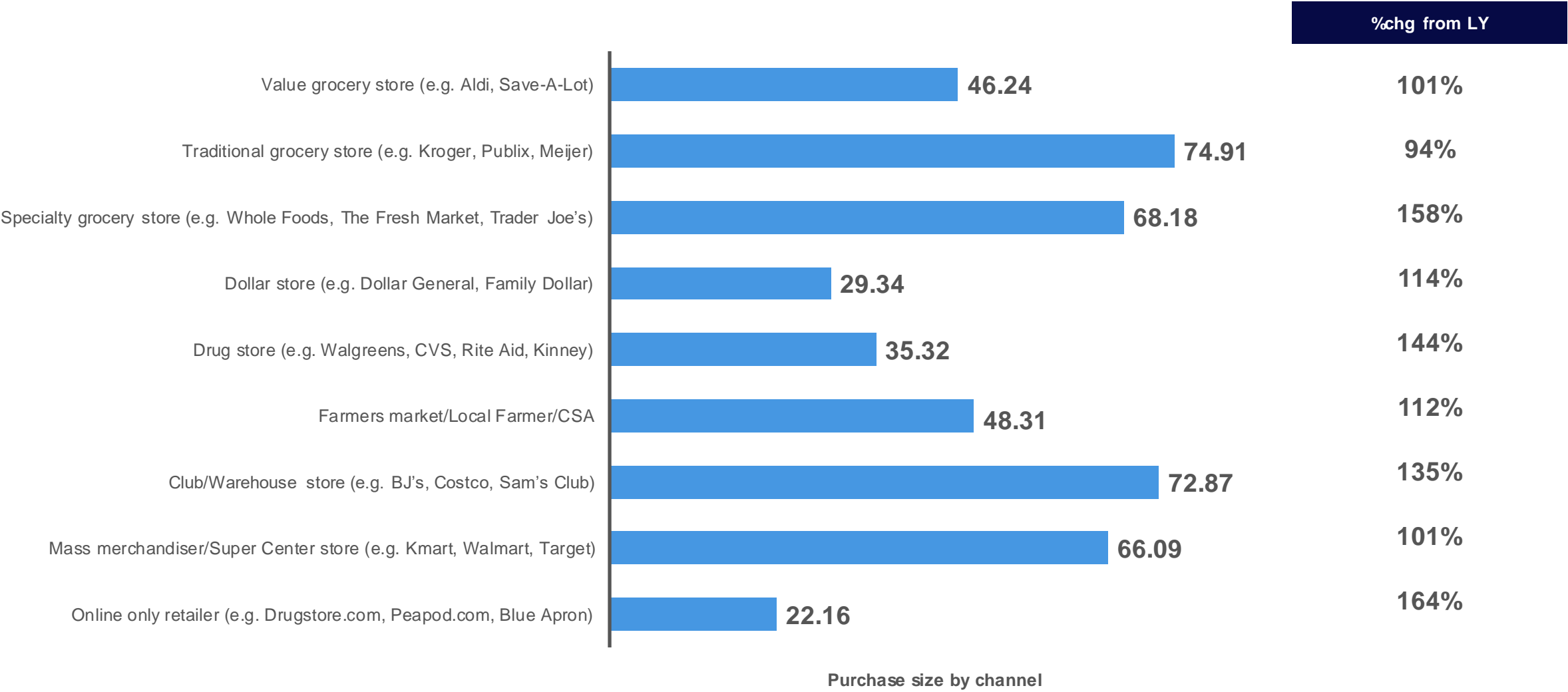


Asian American consumers spend majority of dollars in Mass Channel



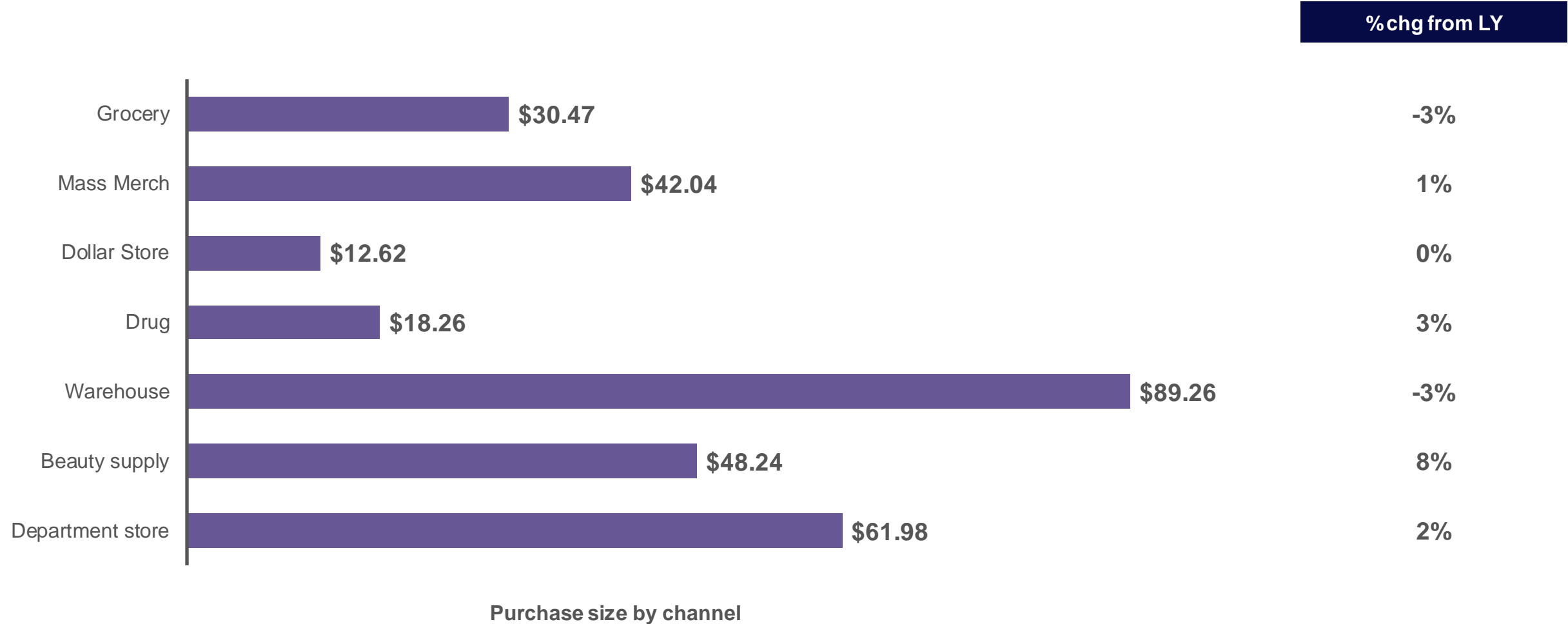
Data Source: NielsenIQ OmniShopper Panel 52 WE 6/18/22

However, Asian American consumers are most satisfied with health food selection at specialty stores



Data Source: NielsenIQ OmniShopper Panel 52 WE 6/18/22

Highest growth in beauty supply channel



Data Source: NielsenIQ OmniShopper Panel 52 WE 6/18/22

Today's climate and purchase drivers



Physical Health remains top of mind

31%

Track fitness goals in using an app on your phone

31%

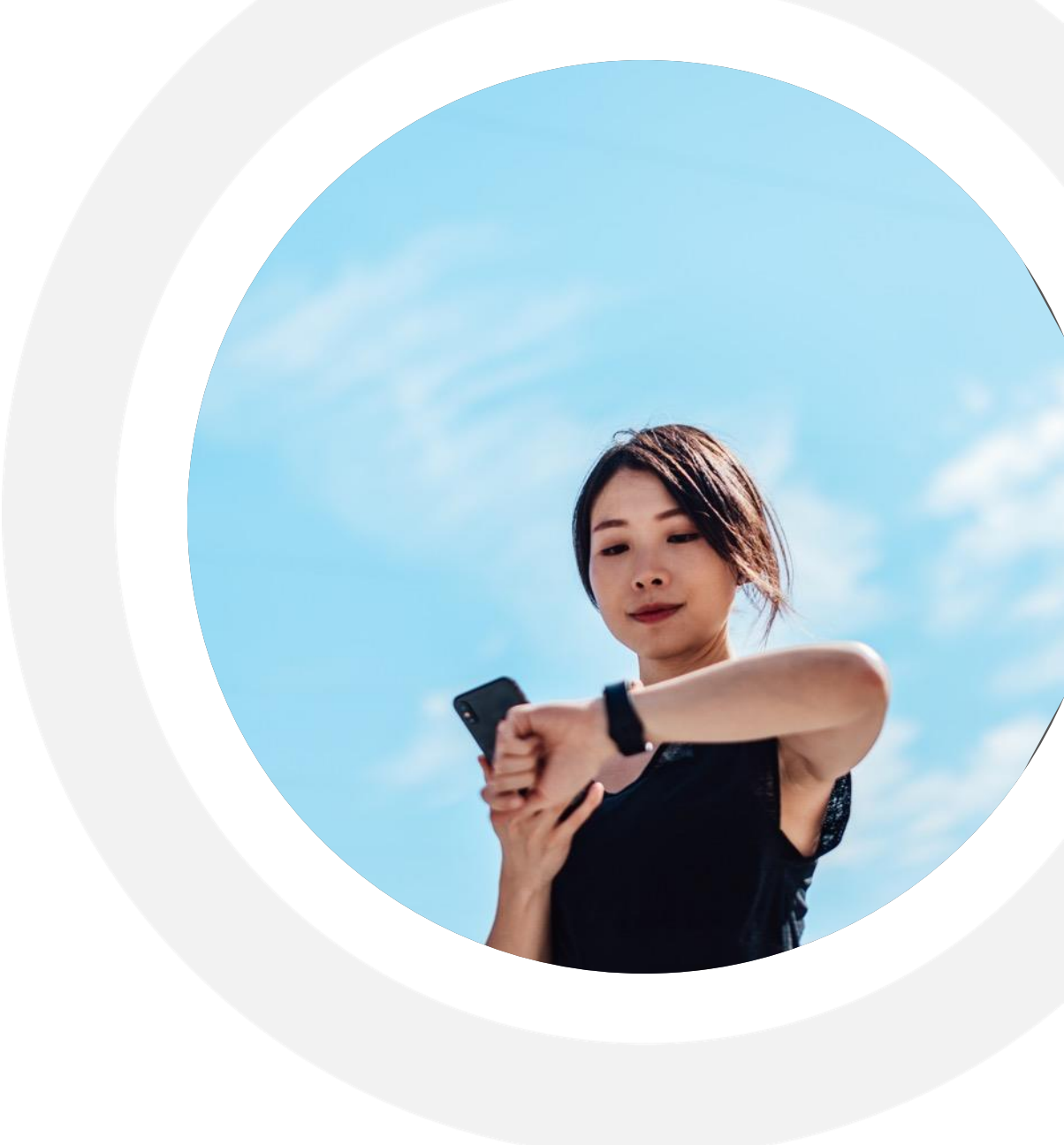
Used a wearable fitness device

56%

Engaged in physical activity

28%

Visited a gym or other exercise facility



Data Source: 2022 NIQ Health Shopper Homescan Syndicated Survey

Asian American consumers are proactive about personal health goals

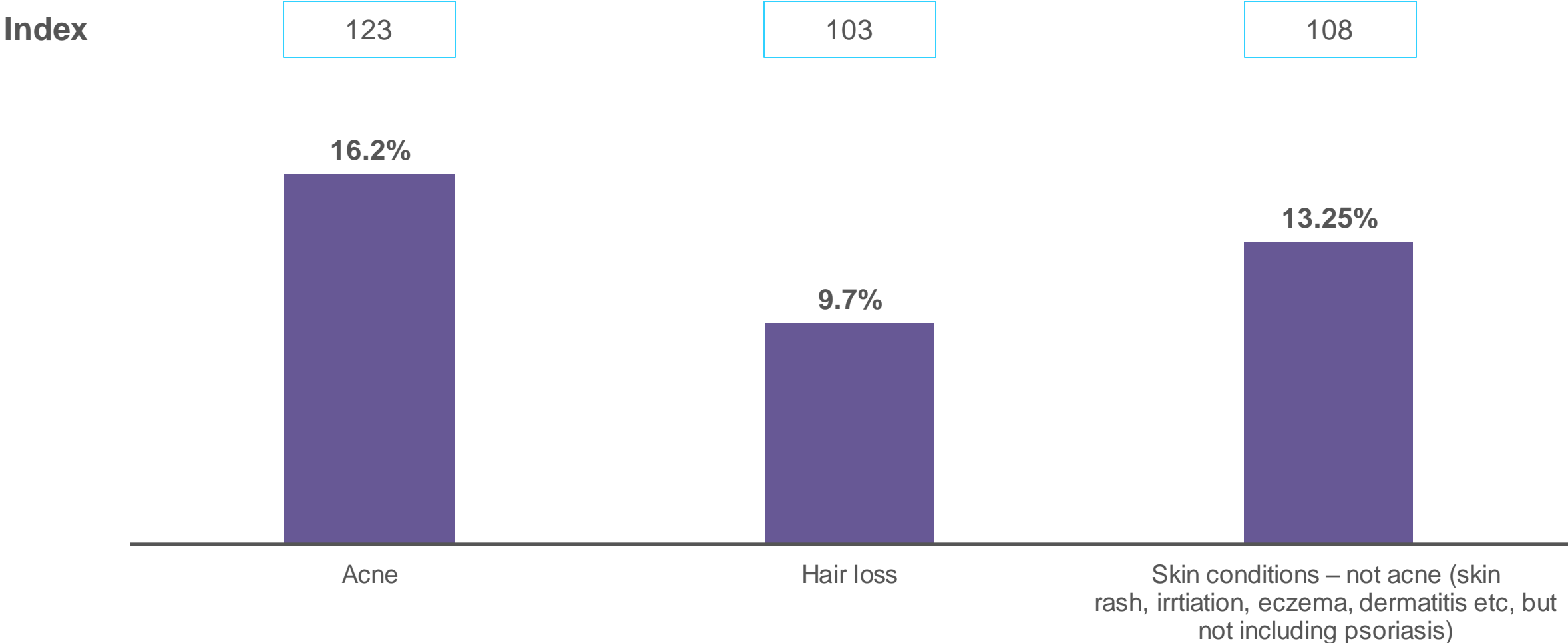
Data Source: 2022 NIQ Health Shopper Homescan Syndicated Survey



28%

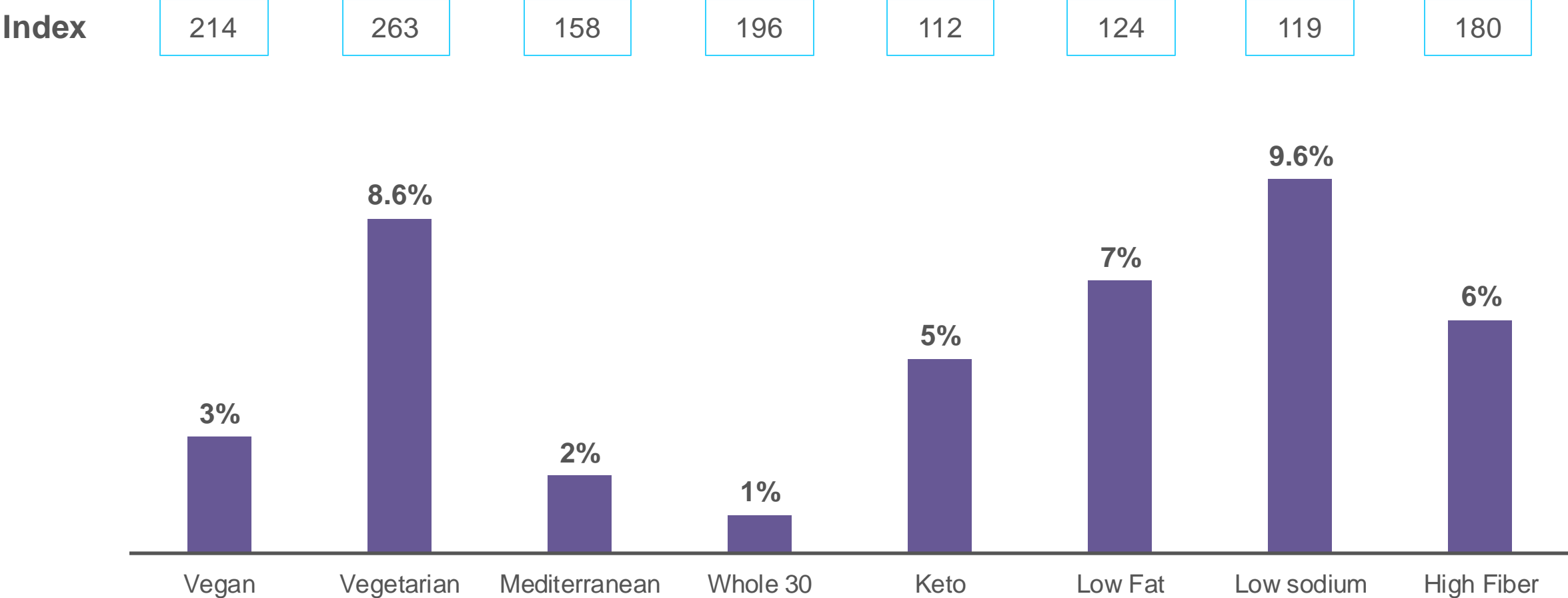
of Asian American consumers are participating in physical activities/ exercise at 2-3 times per week

But skin and hair ailments are a concern



Data Source: 2022 NIQ Health Shopper Homescan Syndicated Survey

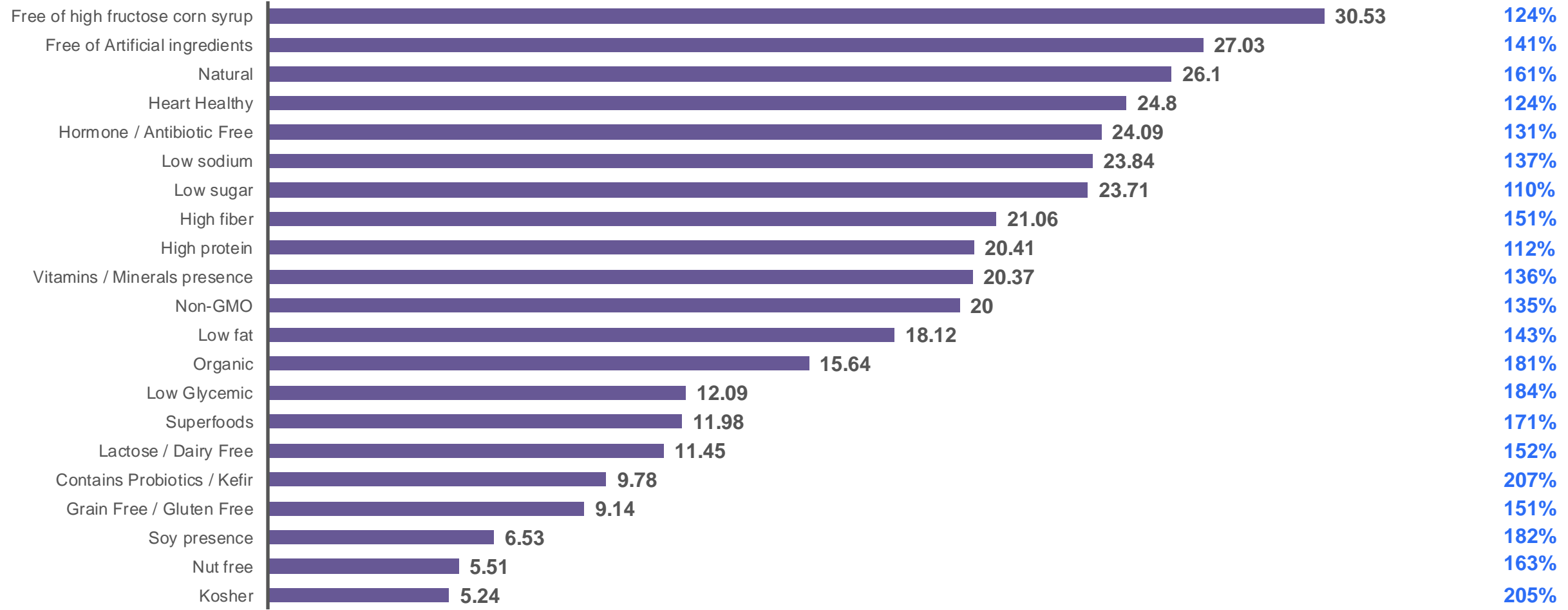
Asian American shoppers more likely to purchase based on a special diet



Data Source: 2022 NIQ Health Shopper Homescan Syndicated Survey

Making food attributes an important purchase driver

Top food attributes for Asian HHs

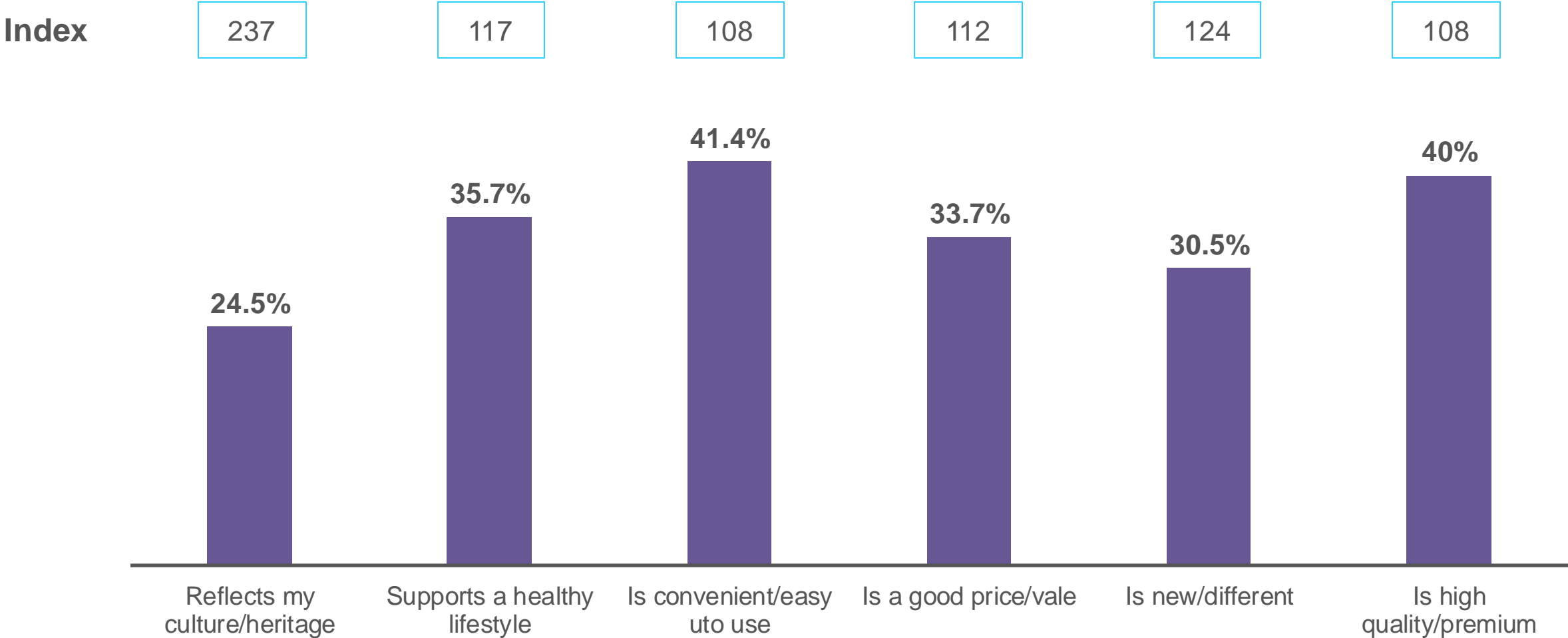


Data Source: 2022 NIQ Health Shopper Homescan Syndicated Survey

How to connect with Asian American consumers?

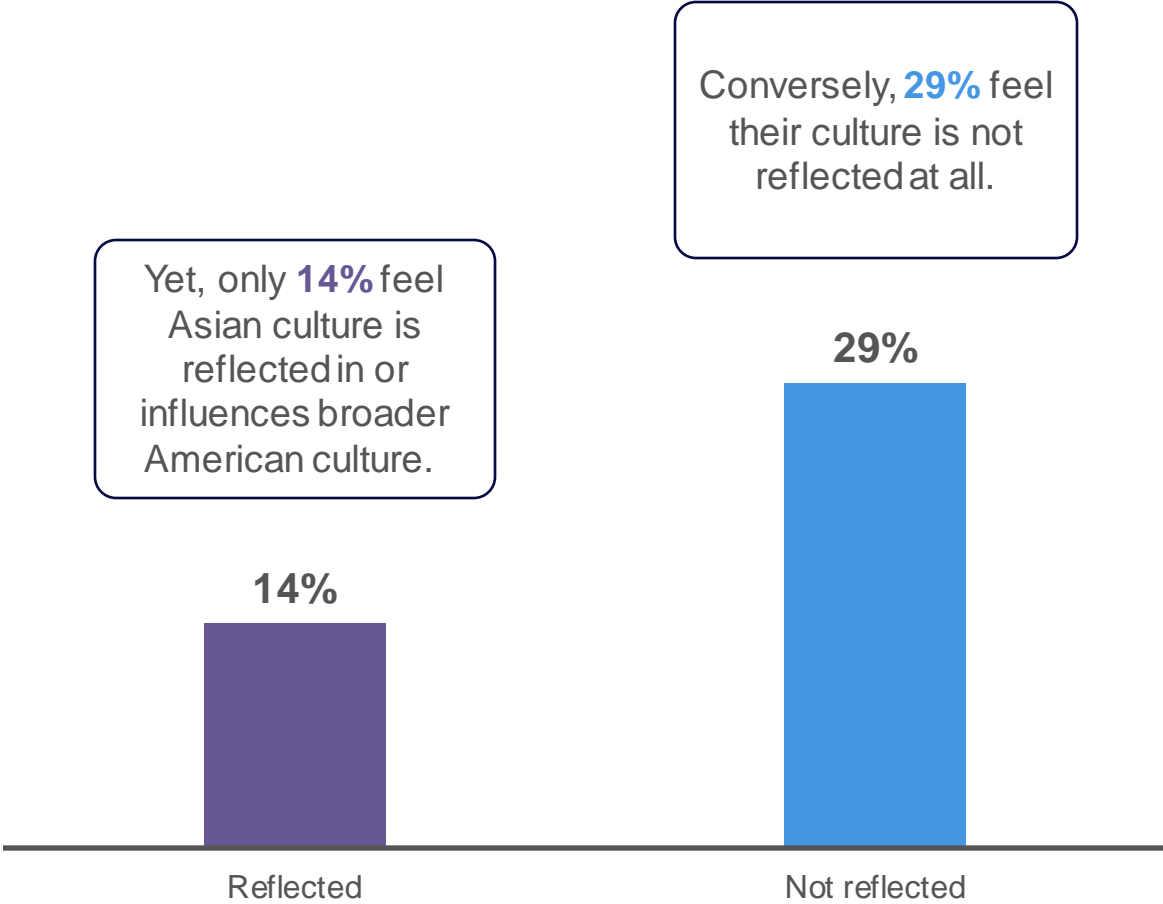


Cultural representation is key to Asian American engagement



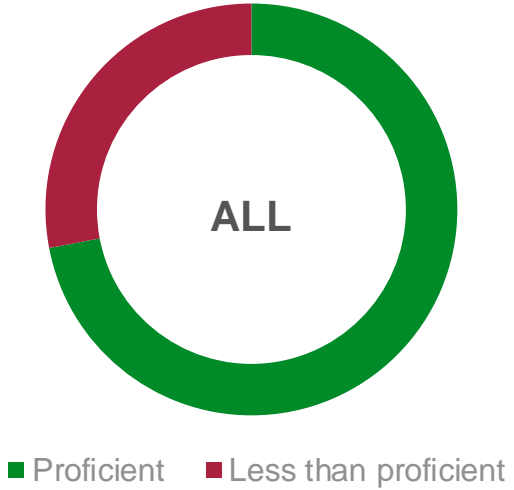
Data source: NIQ August Omnibus survey Q: How interested are you in purchasing products that offer the following benefits?

But a gap with inclusion exists

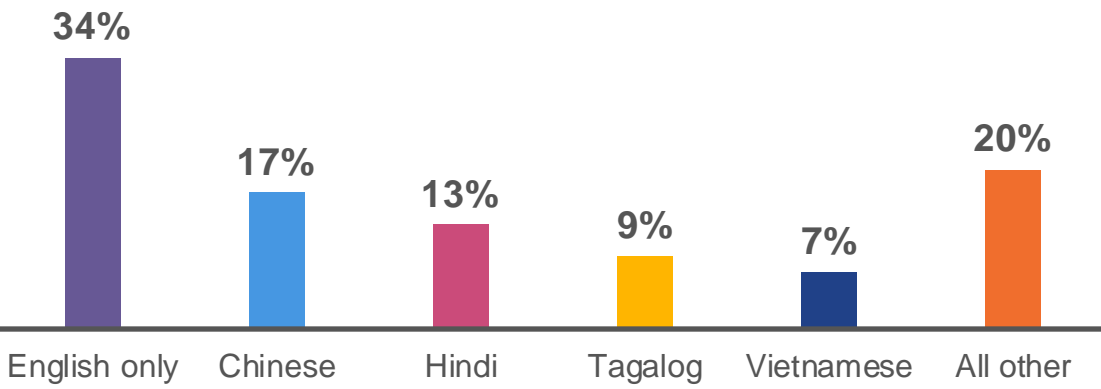


Source: <https://www.pewresearch.org/race-ethnicity/2022/04/14/race-is-central-to-identity-for-black-americans-and-affects-how-they-connect-with-each-other>

Language can be a barrier to authentic engagement



% of Asian Americans ages 5 and older who speak ___ at home



Source: <https://www.pewresearch.org/fact-tank/2021/04/29/key-facts-about-asian-americans/>



Summary



Summary

6 key findings

- 1 Asian Americans represent 6.2% of the US population and continue to grow.
- 2 Asian Americans are a relatively young and dynamic group of which 41% are Millennials with an average age of 44.
- 3 Asian American consumers are keeping pace with the growth of several categories across the total store.
- 4 Most of the Asian American spend is captured in the Mass and grocery channels but show growth in specialty retailers as well.
- 5 Physical health and wellness are a top priority for Asian American consumers. However, skin and hair ailments remain a concern.
- 6 Asian American consumers are twice as likely to prefer products that reflect their culture and heritage.

Thank you.

NIQ