

The Power of Black-owned Businesses

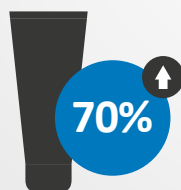
According to the U.S. Census Bureau, the number of Black-owned businesses increased 31.2% between 2014 and 2017*. The momentum didn't end there. **Take a look at the significant impact Black consumers and business owners had in 2021 across the U.S. industries we track ...**

Rise in Haircare Brand Assortments

Black-founded haircare brand assortments increased 44%.

These products have a **sell-through rate 22% faster** than the total industry.

Source: The NPD Group/BeautyTrends®, U.S., total measured market, annual 2021, velocity based on 3 ME December 2021



Prestige Haircare Sales Revenue Growth

Black-owned brands represent 4% of the total prestige hair market and **grew their dollar volume 70% last year.**

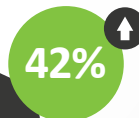
Source: The NPD Group/BeautyTrends®, U.S., total measured market, annual 2021

Growth in Apparel Spending

Apparel spending by Black consumers grew 42%.

That's **27% more than** spending by other consumers.

Source: The NPD Group/Consumer Tracking Service, U.S., 12 ME December 2021 vs. 2020



Increase in Home Improvement Spending

Black consumers' spending on gardening and other areas of **home improvement grew five times faster** than the overall market.

Source: The NPD Group/Checkout Omnichannel Tracking, U.S., 12 ME December 2021



Rise in Video Game Spending

Black gamers spend **four times faster** than the rest of the U.S. video game market.



Source: The NPD Group/Checkout Omnichannel Tracking, 12 ME December 2021

At NPD, we are serious about the power of our data and its ability to expand the understanding of Black consumers, manufacturers, and retailers. We are committed to celebrating Black-owned businesses and encouraging their growth by providing the data they need to thrive in the business world.

* Source: U.S. Census Bureau

Learn more. Contact your NPD account representative, or email DEI@npd.com.

