

momentum

#TUESDAYTALK

Let's talk insights

The importance of diversity, equity and inclusion for consumers





01

97% of Hispanic consumers feel experiences are an important part of who we are as a culture.

(Source: Momentum Worldwide)



02

54% of consumers globally want to buy from companies that prioritize inclusion, diversity, and equity in communities and workplaces.

(Source: Zendesk)



03

In the year since it launched, 25 brands have joined the Fifteen Percent Pledge, which asks retailers to devote 15% of shelf space to Black-owned brands.

(Source: Fifteen Percent Pledge)



04

56% of Hispanic consumers say they are more likely to support a company that makes a public commitment to diversity and equality initiatives.

(Source: ThinkNow)



05

63% of people globally prefer to buy from brands that were founded by or represent people like themselves.

(Source: Getty Images)

For more information, contact: info@momentumww.com
Don't forget to follow us on social!

