

Consumer spending by race and ethnicity

As percent of U.S. consumer spending at a given marketer. Table shows top 10 marketers by share of U.S. market in three categories. White consumers account for about 65% of spending at McDonald's. Black consumers account for about 30% of spending at Restaurant Brands International's Popeyes.

Category/marketer	Asian	African American	Hispanic	Other	White
Quick service restaurants					
McDonald's	5.2%	12.0%	16.0%	1.9%	64.9%
Chick-fil-A	4.2	15.7	12.7	1.5	65.9
Taco Bell	4.8	10.6	13.5	2.1	69.0
Wendy's	3.6	15.4	12.2	1.7	67.1
Subway	4.7	12.1	12.6	1.7	68.9
Burger King	4.3	15.2	14.1	1.9	64.6
Starbucks	10.7	10.0	17.2	2.5	59.7
Sonic	1.8	12.0	10.3	1.5	74.4
Popeyes	9.8	29.9	15.7	2.4	42.2
Arby's	2.2	7.2	4.5	1.3	84.8
Retail					
Walmart	3.2%	10.6%	10.9%	1.6%	73.8%
Amazon	6.3	9.2	10.1	1.4	73.0
Kroger	4.3	10.4	8.8	1.7	74.8
Costco	18.5	5.3	14.5	2.2	59.5
Target	8.2	8.9	14.5	1.6	66.7
Home Depot	5.5	8.5	15.3	1.8	69.0
Lowe's	3.1	7.8	8.2	1.4	79.4
Sam's Club	5.6	11.4	12.5	1.6	69.0
Albertsons	10.5	7.1	11.7	2.0	68.8
Ahold Delhaize	2.7	11.5	5.1	1.3	79.4
Health and beauty					
Walmart	2.7%	8.7%	10.0%	1.4%	77.1%
Target	7.8	8.4	14.5	1.6	67.7
Costco	18.3	4.2	13.9	2.1	61.6
Amazon	6.5	10.8	10.4	1.5	70.9
Kroger	3.0	8.1	7.5	1.2	80.3
Sam's Club	4.9	9.2	11.8	1.5	72.6
CVS	5.3	10.1	12.2	1.6	70.7
Dollar General	0.7	12.5	6.1	1.3	79.4
Walgreens	4.5	11.7	13.0	1.7	69.1
Dollar Tree	1.9	22.5	14.8	1.9	58.9

Source: Numerator, for 12 months ended Oct. 11, 2020. Numbers rounded. More info: [numerator.com](https://www.numerator.com).