In 2021, Black youth and adults viewed 9% to 21% more food and beverage TV ads compared to their White peers.

Companies increased their focus on advertising to Spanish-speaking TV viewers, evidenced by an increase in the proportion of TV ad dollars companies dedicated to Spanish-language TV from 2017 to 2021 (7.8% vs. 8.5%).

Many marketing campaigns incorporated hip-hop and Latino music celebrities and other youth-oriented themes, as well as cause-related marketing with donations and collaborations with non-profits to benefit communities of color and foster goodwill for food and beverage brands.

Coca-Cola and PepsiCo brands were responsible for the majority of marketing campaigns that targeted youth and communities of color.

Racially and ethnically targeted marketing campaigns almost exclusively promoted unhealthy products.

Candy, sugary drinks, snacks and cereal made up 73% of food and beverage ad spending on Black-targeted and Spanish-language TV in 2021.

This advertising contributes to inequities in diet-related diseases heavily affecting communities of color, including heart disease and diabetes.

Most U.S. food companies have healthier brands in their portfolios, including plain water, low-sugar cereals, yogurt and plain dairy, fruits and vegetables that could be promoted.