

TREND 1: THE GLOBAL MARKET

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- **Increase in business with other countries**
 - **Understanding and appreciating cultures in different countries**
 - **Countries with biggest growth potential are developing countries of Asia**
 - **Increasing interest in sales to countries of Latin America**

Trend 2: Changing Demographics

By the Year 2000

- 1 in every 3 Americans will be a person of color
- 85% of new entrants into the labor force will be women and “people of color”
- Public school population will be 1/3 minority
- African Americans and Hispanic/Latinos will be the majority population in nearly 1/3 of the nation’s 50 largest cities

Trend 2: Changing Demographics



Between 1990 and 2030

- Caucasian American population will grow only 25%
- African Americans will increase by 68%
- Asian Americans will increase by 79%
- U.S. Hispanic/Latinos will increase by 187%

Souser, 1993



By the year 2050

- Less than 53% of the population is expected to be white
- By 2056 “people of color” are expected to become the new majority

Trend 2: Changing Demographics



Currently

- 45 million physically challenged—largest minority group
- Estimated that 10% of the population are gay/lesbian
- One-fourth of population over 50; those 65 and older outnumbering teenagers

Trend 2: Changing Demographics



Currently cont.

- 1 in 7 Americans speaks a language other than English at home
- People of color buy more than any country with which U.S. trades