

Marketing to Hispanic Moms - US - September 2016

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"As Hispanic moms become more acculturated and their expectations change, Hispanic moms are more open to express frustration, which can open the door for brands to offer convenient solutions and shortcuts to make their lives more manageable."

- Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- Hispanic moms trust their own mothers deeply
- Hispanic moms have positive view of themselves and other moms
- Main concerns are related to long-term wellbeing of their children

This Report discusses Hispanic moms' perceptions of parenting resources, attitudes, and investigates the challenges and concerns Hispanic moms face.

For the purposes of this Report, moms are defined as female parents or guardians of children younger than 18 living in the home. Where noted, the definition also includes children younger than 25.

This is one of many Reports that Mintel has produced on Marketing to Moms. Readers may also be interested in Mintel's *Marketing to Moms – US, September 2016* and *Marketing to Black Moms – US, September 2016*, and *Marketing to Hispanic Moms – US, September 2015*.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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