

## Marketing to Hispanic Moms - US - September 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Compared to all US women, Hispanic women are more likely to be moms, making their current impact on household purchasing disproportionately stronger than their population share would indicate. Meanwhile, Hispanic moms are raising almost one in four US children, which means their influence will be felt even more strongly among the next generation of consumers."

**- Juan Ruiz, Director of Hispanic Insights**

This report looks at the following areas:

- **Hispanic moms are raising one in four children in the US**
- **Create paths for Hispanic moms to focus on their personal growth**
- **Help Hispanic moms help their kids succeed**

In a culture that still embraces traditional gender roles, Hispanic moms have no problem doing most household chores and taking care of their children – even when working full time. Despite their confidence at home, some Hispanic moms feel some insecurity because their children are growing up in a world that is different than the one they experienced growing up.

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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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## What's Next?

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