

Hispanics and Household Products - US - November 2012

Scope and Themes



“The likelihood of Hispanic consumers purchasing various types of household products and their attitudes toward these products are among the key issues discussed in this report. Hispanics seek dependability and trust when buying household products, and having past experience with an item is the leading factor in what leads them to make a purchase. Cost is also a key factor, but Hispanics are less likely to ‘trade down’ to a bargain product and instead choose from a few preferred brands. Marketers should therefore understand that Hispanics are more likely to associate value with product quality than with the ability to obtain household goods at the lowest available price.”

– Adam Jacobson, Multicultural Analyst

In this report we answer the key questions:

- **What factors are of primary importance to Hispanic consumers when choosing household products?**
- **Can household products benefit from packaging that includes words and phrases in Spanish?**
- **Should marketers rethink the ways they target younger Hispanic adults?**

According to the U.S. Census Bureau, the Hispanic population is expected to reach 61.1 million by 2017, a 33% increase from 2007. Additionally, Hispanic spending power is expected to climb to nearly \$1.7 trillion by 2017, from nearly \$1.2 trillion in 2012. Hispanic households are more likely than non-Hispanic households to have children. Hispanic families are also larger than non-Hispanic families, thus increasing the likelihood and incidence of use of various household products. The language Hispanics choose to speak at home weighs heavily in their selection decisions of household products, with name brands held in higher regard among less acculturated Hispanics. Understanding these differences and the types of household products Hispanics prefer

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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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Scope and Themes

will help marketers not only maintain but grow their business among this important consumer group.

This report builds on Mintel's *Air Fresheners—U.S., September 2012*, *The Hispanic Private Label Consumer—U.S., August 2012*, *Dishwashing Products—U.S., April 2012*, *Household Paper Products—U.S., February 2012*, *Household Cleaning: The Consumer—U.S., May 2011*, *The Hispanic Retail Report: Household, Electronics, Apparel, Grocery, and Personal Care—U.S., March 2011*, and *Hispanics and Household Products—U.S., October 2010*.

This report covers Hispanics' attitudes and consumption patterns with regard to household paper products, home laundry products, and household cleaning goods. It takes a close look at how their purchasing choices and behaviors are affected by age, gender, income, language preference, and other factors. It also examines where Hispanic consumers shop for household products, and their consumption of household products based on their shopping destination. Discussions and examples of trends and opportunities for marketers, including the role of major retail channels, are provided.

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