

Marketing to Hispanic Men - US - December 2012

Scope and Themes



“The attitudes of Hispanic men toward advertising and media and their shopping behavior are among the key issues discussed in this new report for Mintel. Hispanic men are loyal shoppers and are most likely to purchase clothing, food products, home electronics, and household products. However, advertising messages hold little sway over a majority of Hispanic men. This suggests that these messages lack relevancy, as many brands have done little to attract this consumer segment. Furthermore, Hispanic fathers are more likely to be the decision maker on product purchases than Hispanic men with no children. As Hispanics are more likely than non-Hispanics to have children younger than 18 in the household, marketers possess a strong opportunity to grow brands of interest to both Hispanic men and their children.”

– Adam Jacobson, Multicultural Analyst

In this report we answer the key questions:

- **Are Hispanic men being ignored by marketers?**
- **Have marketers placed too much focus on capturing the Latina wallet?**
- **Are Hispanic men more brand loyal than cost conscious?**

According to the U.S. Census Bureau, the population of Hispanic men is expected to reach 31 million by 2017, a 31% increase from 2007. By comparison, the total number of men in the U.S. is expected to climb by 9.8% during the same period. One in four Hispanic men are younger than 18, while more than one in three Hispanic men are 18-44 years old. With total Hispanic spending power expected to reach nearly \$1.7 trillion by 2017, up from nearly \$1.2 trillion in 2012, Hispanic men are poised to gain influence over the media they consume and the products they purchase. Brands will need to discover the most appropriate ways to attract Hispanic men through their marketing efforts, while also understanding how their age and language preference determine their entertainment choices and shape their shopping habits.

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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

This report builds on Mintel's *Hispanics and Household Products—U.S., November 2012*; *The Hispanic Private Label Consumer—U.S., August 2012*; *Hispanics and Entertainment—U.S., June 2012*; *Marketing to Hispanic Parents—U.S., November 2011*; *Hispanic Media Consumption—U.S., June 2011*; *The Hispanic Grocery Cart—U.S., September 2010*; and *Hispanic Finances and Financial Services—U.S., March 2009*.

This is a new report for Mintel, where the attitudes and behaviors of Hispanic men will be explored in how they shop for food and household products and engage in entertainment outside the home. Also included in the report is how Hispanic men view and respond to marketing and the types of media they prefer. Consumption habits by language, household income, and other demographic factors, along with examples of trends and opportunities, will also be explored to provide insights for targeting this valuable segment of the population.

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