

The Hispanic Apparel and Footwear Consumer - US - November 2013

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“Hispanics are value-oriented consumers who rather shop at places where they and their families feel comfortable. While offering competitive prices will resonate well with, retailers that can create an atmosphere that is welcoming may be able to position themselves favorably in the minds of these consumers and nurture a long and profitable relationship.”

– Susan Menke, Category Manager, Multicultural

This report looks at the following areas:

- As Hispanics look for value, is it possible to engage them online?
- When targeting Hispanics, children also must be considered
- Approaching Hispanics as they look for sales

Hispanics are an important market to companies in the apparel and footwear industry. In addition to the significant growth that this market is experiencing in size and buying power, Hispanic households spend on average significantly more than non-Hispanic households on apparel and footwear. Hispanics like to shop at a set of stores in which they feel comfortable shopping; they typically are hesitant to leave their comfort zone and shop at unfamiliar new places. Investing time and money getting to know the Hispanic consumer will be beneficial for businesses in the apparel and footwear industry, as they will be better positioned to gain the trust of the Hispanic consumer and become part of the limited of places that Hispanics consider their comfort zone.

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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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