

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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Table of Contents

Scope and Themes

- What you need to know
- Definition
- Data sources
- Expenditures
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

Executive Summary

Hispanic apparel and footwear expenditures show signs of recovery in 2012

Figure 1: Average expenditures per Hispanic households on apparel and footwear, three-year rolling averages, at current prices, 2007-12

Hispanic households spend more on apparel and footwear

Figure 2: Average household expenditures* for apparel and footwear, by segment and Hispanic origin, indexed to all households, 2012

Discount stores most popular for kids' items, mid-level stores for adults

Figure 3: Types of stores where Hispanics purchase apparel and footwear, by type of apparel/footwear, July 2013

Online purchases still limited among Hispanics

Figure 4: Types of stores where Hispanics purchase any adult apparel and footwear, by age, July 2013

Hispanics' beliefs about the importance of personal appearance has them constantly looking to update their wardrobes

Figure 5: Hispanics' attitudes toward style and fashion (any agree), July 2013

Brand names gain importance as Hispanics gain affluence

Figure 6: Hispanics' attitudes toward shopping (any agree), by household income, July 2013

Spanish-dominant Hispanics look for clothes reflecting Hispanic heritage

Figure 7: Hispanics' attitudes toward shopping (any agree), by primary language spoken at home, July 2013

Hispanics willing to wait for right moment to buy adult clothing and shoes

Figure 8: Hispanics' shopping behavior changes in last year for adult clothing and shoes, July 2013

What we think

Issues and Insights

As Hispanics look for value, is it possible to engage them online?

The issues

Insight: Engage with younger Hispanics online

When targeting Hispanics, children also must be considered

The issues

Insight: Making stores welcoming to Hispanics with their families and their children

Approaching Hispanics as they look for sales

The issues

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Insight: Offer value, but more importantly, become part of their comfort zone

Trend Applications

Trend: Buydeology

Trend: Who Are the Joneses?

Mintel Futures: Human

Apparel and Footwear Expenditures

Key points

Hispanic expenditures on apparel and footwear beginning to recover

Figure 9: Average expenditures by Hispanic households for apparel and footwear, three-year rolling averages, at current prices, 2007-12

Hispanics spend more than non-Hispanics, overall and for all segments

Figure 10: Average household expenditures for apparel and footwear, by Hispanic origin, three-year rolling averages, at current prices, 2007-12

Figure 11: Average household expenditures* for apparel and footwear, by segment and Hispanic origin, indexed to all households, 2012

Women's clothing still the largest share, while spending on men's clothing drives the increase

Figure 12: Average expenditures by Hispanic households for apparel and footwear, by category, at current prices, three-year rolling averages, 2010 and 2012

Apparel and Footwear Purchases

Key points

Hispanics more likely to purchase footwear

Figure 13: Incidence of footwear purchases in last 12 months, by Hispanic origin, May 2012-June 2013

Hispanics purchase variety of shoe types

Figure 14: Types of footwear purchased in last 12 months, by Hispanic origin, May 2012-June 2013

In sports, Nike and adidas popular among Hispanic consumers

Figure 15: Brands of footwear purchased in last 12 months, by Hispanic origin, May 2012-June 2013

Hispanics less likely to buy licensed apparel

Figure 16: Purchases of licensed sports apparel in last 12 months, by Hispanic origin, May 2012-June 2013

Figure 17: Types of licensed sports apparel purchased in last 12 months, by Hispanic origin, May 2012-June 2013

Hispanic men more likely to buy dress shoes

Figure 18: Types of men's clothing and shoes purchased in last 12 months, by Hispanic origin, May 2012-June 2013

Hispanic women purchase more traditional apparel

Figure 19: Types of women's clothing and shoes Hispanics purchased in last 12 months, by Hispanic origin, May 2012-June 2013

Marketing Strategies

Brands partnering with athletes relevant to Hispanic consumers

Adidas partners with Lionel Messi

Figure 20: adidas "Play the Messi Way" television ad, 2013

Nike sponsors Spanish championship team FC Barcelona

Figure 21: Nike "Better World – Nike Football National Team Kits" television ad, 2012

Mexican brand NaCo appeals to young Hispanics by making some traditions look cool

Macy's is one of few mid- to high-end retailers with a Hispanic focus

Discount retailers Target and Walmart spend big on Hispanics

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Target's Height of Summer featuring Hispanic musicians tweeted by Oprah
 Kmart partners with Latin star Sofia Vergara from the hit comedy Modern Family
 Figure 22: Kmart "Sofia Vergara", television ad, 2013

Social Media

Key points

Social media metrics

Figure 23: Key social media metrics, October 2013

Market overview

Brand usage and awareness

Figure 24: Brand usage and awareness for selected apparel and footwear brands, July 2013

Interaction with apparel and footwear brands

Figure 25: Interaction with select apparel and footwear brands, July 2013

Online conversations

Figure 26: Spanish-language online mentions around select apparel and footwear brands, by day, April 14-Oct. 13, 2013

Where are people talking about apparel and footwear brands?

Figure 27: Spanish-language online mentions around select apparel and footwear brands, by page type, April 14-Oct. 13, 2013

What are people talking about?

Figure 28: Topics of discussion among the selected apparel and footwear brands, April 14-Oct. 13, 2013

Figure 29: Topics of discussion among the selected apparel and footwear brands, by page type, April 14-Oct. 13, 2013

Analysis by Brand

Nike

Figure 30: Social media metrics – Nike, October 2013

Key online campaigns

What we think

Levi's

Figure 31: Social media metrics – Levi's, October 2013

Key online campaigns

What we think

Reebok

Figure 32: Social media metrics – Reebok, October 2013

Key online campaigns

What we think

Sears

Figure 33: Social media metrics – Sears, October 2013

Key online campaigns

What we think

JCPenney

Figure 34: Social media metrics – JCPenney, October 2013

Key online campaigns

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

What we think

Walmart

Figure 35: Social media metrics – October 2013

Key online campaigns

What we think

Where Children's Apparel is Purchased

Key points

Mass merchandisers most popular for kids' apparel

Figure 36: Stores where Hispanics purchase children's apparel, by gender and children in the household, July 2013

25-44 year-old Hispanics buying more kids' apparel

Figure 37: Stores where Hispanics purchase children's apparel, by age, July 2013

Regardless of income, Hispanics look to the same places to buy children's clothes

Figure 38: Stores where Hispanics purchase children's apparel, by household income, July 2013

Children at the center of Spanish-dominant Hispanics

Figure 39: Stores where Hispanic purchase children's apparel, by primary language spoken at home, July 2013

Where Adults' Apparel is Purchased

Key points

Middle-end department stores most popular destinations for adult apparel

Figure 40: Stores where Hispanics purchase adult apparel, by gender, July 2013

Nearly half of younger Hispanics purchased adult apparel at athletic stores

Figure 41: Stores where Hispanics purchase adult apparel, by age, July 2013

More affluent Hispanics still visiting mass merchandisers

Figure 42: Stores where Hispanics purchase adult apparel, by household income, July 2013

Spanish-dominant Hispanics less likely to purchase at athletic stores

Figure 43: Stores where Hispanics purchase adult apparel, by primary language spoken at home, July 2013

Where Children's Footwear Is Purchased

Key points

Hispanics choose mass merchandisers for kids' shoes as well

Figure 44: Stores where Hispanics purchase children's footwear, by gender and children in the household, July 2013

35-44 year-old Hispanics buying more kids' shoes

Figure 45: Stores where Hispanics purchase children's footwear, by age, July 2013

Regardless of household income, Hispanics look for value

Figure 46: Stores where Hispanics purchase children's footwear, by household income, July 2013

Spanish-dominant and bilingual Hispanics buying children's shoes

Figure 47: Stores where Hispanics purchase children's footwear, by primary language spoken at home, July 2013

Where Adults' Footwear Is Purchased

Key points

Discount retailers and discount footwear stores appealing to Hispanic women looking for adult shoes

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Figure 48: Stores where Hispanics purchase adult footwear, by gender, July 2013

Older Hispanics buying shoes at mass merchandisers

Figure 49: Stores where Hispanics purchase adult footwear, by age, July 2013

More affluent Hispanics not choosing mass merchandisers for shoes

Figure 50: Stores where Hispanics purchase adult footwear, by household income, July 2013

Attitudes Toward Style and Fashion

Key points

Personal appearance matters and says a lot

Figure 51: Hispanics' attitudes toward style and fashion (any agree), by gender, July 2013

Older Hispanics are more interested in style and fashion

Figure 52: Hispanics' attitudes toward style and fashion (any agree), by age, July 2013

The value of personal appearance increases with income

Figure 53: Hispanics' attitudes toward style and fashion (any agree), by household income, July 2013

Spanish-dominant and bilingual Hispanics consider appearance can help them improve their lives

Figure 54: Hispanics' attitudes toward style and fashion (any agree), by primary language spoken at home, July 2013

Importance of appearance is being instilled to future generations

Figure 55: Hispanics' attitudes toward style and fashion (any agree), by presence of children in household, July 2013

Attitudes Toward Shopping

Key points

Hispanics enjoy shopping for clothes and shoes

Figure 56: Hispanics' attitudes toward shopping (any agree), by gender, July 2013

Love for shopping doesn't decrease until later in life

Figure 57: Hispanics' attitudes toward shopping (any agree), by age, July 2013

Brand names gain importance as Hispanics are more affluent

Figure 58: Hispanics' attitudes toward shopping (any agree), by household income, July 2013

Spanish-dominant Hispanics more likely to prefer shopping for family's clothes and shoes rather than for themselves

Figure 59: Hispanics' attitudes toward shopping (any agree), by primary language spoken at home, July 2013

Hispanic parents put their kids first

Figure 60: Hispanics' attitudes toward shopping (any agree), by presence of children in household, July 2013

Changes in Shopping Behavior

Key points

More than half of Hispanics waiting for sales on children's products

Figure 61: Hispanics' shopping behavior changes in last year for children's clothing and shoes, by gender, July 2013

Thriftiness is consistent across all household income groups

Figure 62: Hispanics' shopping behavior changes in last year for children's clothing and shoes, by household income, July 2013

Spanish-dominant and bilingual Hispanics using coupons more often for children's products

Figure 63: Hispanics' shopping behavior changes in last year for children's clothing and shoes, by primary language spoken at home, July 2013

Hispanics waiting to buy adult clothing and shoes until they need to

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Figure 64: Hispanics' shopping behavior changes in last year for adult clothing and shoes, by gender, July 2013

Age has little impact on changes in shopping behavior

Figure 65: Hispanics' shopping behavior changes in last year for adult clothing and shoes, by age, July 2013

More affluent Hispanics not looking to trade down in quality

Figure 66: Hispanics' shopping behavior changes in last year for adult clothing and shoes, by household income, July 2013

Cluster Analysis

Cluster 1: Fashionless

Demographics

Characteristics

Opportunity

Cluster 2: Fashionistas

Demographics

Characteristics

Opportunity

Cluster 3: Moderate

Demographics

Characteristics

Opportunity

Cluster characteristic tables

Figure 67: Hispanic apparel and footwear clusters, July 2013

Figure 68: Stores where Hispanics purchase children's apparel, by apparel and footwear clusters, July 2013

Figure 69: Stores where Hispanics purchase adult apparel, by apparel and footwear clusters, July 2013

Figure 70: Stores where Hispanics purchase children's footwear, by apparel and footwear clusters, July 2013

Figure 71: Stores where Hispanics purchase adult footwear, by apparel and footwear clusters, July 2013

Figure 72: Stores where Hispanics purchase adult apparel and footwear, by apparel and footwear clusters, July 2013

Figure 73: Stores where Hispanics purchase children's apparel and footwear, by apparel and footwear clusters, July 2013

Figure 74: Hispanics' attitudes toward style and fashion (any agree), by apparel and footwear clusters, July 2013

Figure 75: Hispanics' attitudes toward shopping (any agree), by apparel and footwear clusters, July 2013

Figure 76: Hispanics' shopping behavior changes in last year for children's clothing and shoes, by apparel and footwear clusters, July 2013

Figure 77: Hispanics' shopping behavior changes in last year for adult clothing and shoes, by apparel and footwear clusters, July 2013

Cluster demographic tables

Figure 78: Hispanic apparel and footwear clusters, by demographics, July 2013

Appendix – Overview of the Hispanic Consumer

Key points

Hispanic purchasing power projected to reach \$1.7 trillion by 2017

Figure 79: Purchasing power, by race/Hispanic origin, 1990-2017

Hispanic household income distribution

Figure 80: Median household income, by race/Hispanic origin of householder, 2011

Hispanic male median personal income improved in 2011

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Figure 81: Median personal incomes of people aged 15 or older, by Hispanic origin and gender, in inflation-adjusted dollars, 2001-11

Hispanic unemployment rates declining

Figure 82: Percent unemployment at end of third quarter, by race/Hispanic origin, 2007-12

The Hispanic and total US population by age

Figure 83: US Hispanic population, by age, 2008-18

Hispanics are younger

Figure 84: Generational profile, Hispanics versus non-Hispanics, 2011

Hispanic households larger than non-Hispanic households

Figure 85: Average household size, by Hispanic origin/race of householder, 2001, 2008, and 2011

Figure 86: Number of households, by number of people in the household – Hispanics versus all, 2011

Hispanic households have younger children

Figure 87: Number of households with children, by race and Hispanic origin of householder, 2012

Figure 88: Number of households, by race of householder and presence and ages of children, 2011

Hispanic educational attainment generally high school or lower

Figure 89: Educational attainment of Hispanic men, by age, 2011

Figure 90: Educational attainment of Hispanic women, by age, 2011

Hispanics are more concentrated in southern and western states

Figure 91: Infographic of Hispanic population, by region of residence, 2000-10

Hispanics by country of origin/heritage

Figure 92: US Hispanic population, by country of origin/heritage, 2000-10

Appendix – Social Media

Online conversations

Figure 93: Spanish-language online mentions around select apparel and footwear brands, by week, April 14-Oct. 13, 2013

Figure 94: Spanish-language online mentions around select apparel and footwear brands, by page type, April 14-Oct. 13, 2013

Figure 95: Topics of discussion among the selected apparel and footwear brands, April 14-Oct. 13, 2013

Figure 96: Topics of discussion among the selected apparel and footwear brands, by page type, April 14-Oct. 13, 2013

Brand usage or awareness

Figure 97: Brand usage or awareness, July 2013

Figure 98: Nike usage or awareness, by demographics, July 2013

Figure 99: Reebok usage or awareness, by demographics, July 2013

Figure 100: Levi's usage or awareness, by demographics, July 2013

Figure 101: Sears usage or awareness, by demographics, July 2013

Figure 102: JCPenney usage or awareness, by demographics, July 2013

Figure 103: Walmart usage or awareness, by demographics, July 2013

Activities done

Figure 104: Activities done, July 2013

Figure 105: Nike – Activities done, by demographics, July 2013

Figure 106: Nike – Activities done, by demographics, July 2013 (continued)

Figure 107: Reebok – Activities done, by demographics, July 2013

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Figure 108: Reebok – Activities done, by demographics, July 2013 (continued)

Figure 109: Levi's – Activities done, by demographics, July 2013

Figure 110: Levi's – Activities done, by demographics, July 2013 (continued)

Figure 111: Sears – Activities done, by demographics, July 2013

Figure 112: Sears – Activities done, by demographics, July 2013 (continued)

Figure 113: JCPenney – Activities done, by demographics, July 2013

Figure 114: JCPenney – Activities done, by demographics, July 2013 (continued)

Figure 115: Walmart – Activities done, by demographics, July 2013

Figure 116: Walmart – Activities done, by demographics, July 2013 (continued)

Appendix – Other Consumer Tables

Stores children's apparel and footwear purchased and brand awareness

Figure 117: Stores where Hispanics purchase children's apparel and footwear, by awareness of footwear/apparel brands, July 2013

Stores children's apparel purchased and presence of children

Figure 118: Stores where Hispanics purchase children's apparel, by presence of children in household, July 2013

Stores children's apparel and footwear purchased and age group

Figure 119: Stores where Hispanics purchase children's apparel and footwear, by age, July 2013

Stores children's apparel and footwear purchased and household income

Figure 120: Stores where Hispanics purchase children's apparel and footwear, by household income, July 2013

Stores children's apparel and footwear purchased and language spoken

Figure 121: Stores where Hispanics purchase children's apparel and footwear, by primary language spoken at home, July 2013

Stores children's apparel purchased and brand awareness

Figure 122: Stores where Hispanics purchase children's apparel, by awareness of footwear/apparel brands, July 2013

Stores children's footwear purchased and brand awareness

Figure 123: Stores where Hispanics purchase children's footwear, by awareness of footwear/apparel brands, July 2013

Stores children's footwear purchased and brand awareness

Figure 124: Stores where Hispanics purchase children's footwear, by awareness of footwear/apparel brands, July 2013

Stores adult apparel purchased and brand awareness

Figure 125: Stores where Hispanics purchase adult apparel, by awareness of footwear/apparel brands, July 2013

Stores adult apparel purchased and presence of children

Figure 126: Stores where Hispanics purchase adult apparel, by presence of children in household, July 2013

Stores adult footwear purchased and language spoken

Figure 127: Stores where Hispanics purchase adult footwear, by primary language spoken at home, July 2013

Stores adult footwear purchased and brand awareness

Figure 128: Stores where Hispanics purchase adult footwear, by awareness of footwear/apparel brands, July 2013

Stores adult footwear purchased and presence of children

Figure 129: Stores where Hispanics purchase adult footwear, by presence of children in household, July 2013

Attitudes toward shopping and fashion

Figure 130: Hispanics' attitudes toward shopping and fashion, by Hispanic origin, May 2012-June 2013

Attitudes toward style and fashion

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Figure 131: Hispanics' attitudes toward style and fashion (any agree), by awareness of footwear/apparel brands, July 2013

Appendix – Trade Associations

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