

# Hispanics and DIY Home Improvement - US - April 2013

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*“Strong predisposition toward store and brand loyalty differentiate Hispanic home improvement DIYers. The large, rapidly growing, and relatively youthful Hispanic population means that increases in their purchasing power will be extended throughout the near future, and that investment in gaining a Hispanic customer should reap long-term benefits.”*

– Ika Erwina, Retail and Technology Analyst

## In this report we answer the key questions:

- How does the number of people in the average Hispanic household impact DIY activity among this group?
- What can DIY home improvement retailers do to maximize sales from Hispanics?
- How should the marketing messaging be addressed toward Hispanic DIYers?

Hispanics are the nation’s largest minority group, 54.5 million people, or about 17.2% of the U.S. population. The Hispanic population will grow by almost 12% from 2013-18 with much of that growth coming from births and not immigration as in previous years. Additionally, Hispanics alone will comprise 18.6% of the total population by 2018, which will be favorable to this group’s purchasing power. Hispanic purchasing power is projected to reach nearly \$1.7 trillion by 2017, up from nearly \$1.2 trillion in 2012.

Despite a continuing soft economy (particularly in terms of employment growth), home maintenance remains a priority for Hispanics. Mintel finds that Hispanics are continuing to invest in their homes, thus brands and companies that address and appreciate their cultural distinctions and that satisfy their interest in successfully undertaking home improvement projects will benefit. Mintel finds that more than one in three Hispanics has undertaken various DIY projects in the past year, purely based on enjoyment. As income and home ownership rises among the Hispanic population, Mintel expects a favorable effect on the overall DIY and home improvement market. Increased availability of products that are simple to use and easy to install, for example, would be well received by novice Hispanic DIYers. A combination of careful spending by Hispanics recovering from the recession, a rapid increase in the number of instructional and inspirational materials designed for DIY projects (ie, books, magazines, television shows), the desire to undertake DIY projects, and strong pride in homeownership all point to growth in DIY spend from the Hispanic community.

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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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