

The Shopping Experience of Hispanic Consumers - US - April 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“When Hispanics find a good deal, regardless of their age, income, or level of acculturation, they are eager to tell their families and friends about it. Retailers who can identify the needs of this segment and act accordingly may be able to count on Hispanic consumers as valuable allies to spread the good news.”

– Juan Ruiz, Senior Multicultural Analyst

This report looks at the following areas:

- How can Hispanic shoppers be converted into the best allies?
- Differentiations vs cost leadership?

Hispanics are the largest and fastest growing minority group in the US with a purchasing power projected to reach \$1.6 trillion by 2018. Hispanics were hit hard by the 2008-09 recession; now that the recovery is gaining momentum, they are starting to increase spending in the areas in which they cut the most such as apparel and entertaining. Hispanics are value-oriented consumers and see themselves as frugal buyers. However, they don't want to sacrifice quality at the expense of price.

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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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Table of Contents

Scope and Themes

What you need to know
 Data sources
 Expenditure data
 Consumer survey data
 Abbreviations and terms
 Abbreviations
 Terms

Executive Summary

Hispanic share of expenditures has been steadily increasing

Figure 1: Total expenditures and share of expenditures of Hispanic households in apparel and services and entertainment, at current prices, 2007-12

Entitlement and spontaneity are main motivators for Hispanics to purchase

Figure 2: Reasons Hispanics purchase something for themselves, February 2014

Hispanics are making their purchases at mass merchandisers

Figure 3: Where Hispanics make purchases, by in-store and online, February 2014

Price is king...

Figure 4: Hispanics' attitudes toward shopping – Any agree, by age, February 2014

...but not at the expense of quality

Figure 5: Very important factors for Hispanics when shopping, February 2014

Good deals are always shared

Figure 6: Hispanics' attitudes toward shopping – Any agree, February 2014

Older Hispanics more likely to have down-to-earth shopping behaviors

Figure 7: Hispanics' attitudes toward shopping – Purchase behavior, by age, February 2014

Store environment is less important to Hispanics than it is to non-Hispanics

Figure 8: Shopping behavior – Any agree, by Hispanic origin and languages spoken in home, November 2012-December 2013

Hispanic shoppers bring family and children

Figure 9: Shopping behavior – Any agree, by Hispanic origin and languages spoken in home, November 2012-December 2013

What we think

Issues and Insights

Converting Hispanic shoppers into the best allies

The issues

The implications

Differentiations vs cost leadership

The issues

The implications

Shopping beyond the mass merchandiser

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The issues

The implications

Trend Applications

Trend: Let's Make a Deal

Trend: Experience is All

Trend: Mood to Order

Market Size

Key points

Hispanic total household expenditures reached \$637 billion in 2012

Figure 10: Total expenditures of Hispanic households, by category, at current prices, 2007-12

Hispanics spend \$30.5 billion on apparel and related services

Figure 11: Total expenditures of Hispanic households in apparel and services, at current prices, 2007-12

Hispanics' share of expenditures in entertainment has grown 2007-12

Figure 12: Total expenditures of Hispanic households in entertainment, at current prices, 2007-12

Marketing Strategies

Theme: Relevant messages

Walmart – Holiday shopping

Figure 13: Walmart, Family screen, 2013

Theme: Service is part of the experience with the product

Dell – Its take on Hispanic Americans

Figure 14: Dell Hispanic American overview, 2014

Theme: Meeting unmet needs

Macy's – Thalia Deal

Figure 15: Macy's celebrates the Hispanic heritage month with Thalia, 2013

Hispanics and Shopping

Key points

Entitlement and spontaneity drive Hispanic purchase motivations

Figure 16: Reasons Hispanics purchase something for themselves, by age, February 2014

Figure 17: Reasons Hispanics purchase something for themselves, by language spoken in home, February 2014

When deciding where to shop, Hispanics look for quality and price

Figure 18: Very important factors for Hispanics when shopping, by age, February 2014

Figure 19: Very important factors for Hispanics when shopping, by language spoken in home, February 2014

Mass merchandisers are main stop for shopping

Figure 20: Where Hispanics make purchases – In-store purchases, by age, February 2014

Figure 21: Where Hispanics make purchases – In-store purchases, by language spoken in home, February 2014

Hispanic men shop at more online stores than Hispanic women

Figure 22: Where Hispanics make purchases – Online purchases, by gender, February 2014

Figure 23: Where Hispanics make purchases – Online purchases, by language spoken in home, February 2014

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Attitudes toward Shopping

Key points

Price is king

Figure 24: Hispanics' attitudes toward shopping (deal seeking) – Any agree, by age, February 2014

Figure 25: Hispanics' attitudes toward shopping (deal seeking) – Any agree, by household income, February 2014

Figure 26: Hispanics' attitudes toward shopping (deal seeking) – Any agree, by language spoken in home, February 2014

Good deals are always shared

Figure 27: Hispanics' attitudes toward shopping (influentials) – Any agree, by age, February 2014

Figure 28: Hispanics' attitudes toward shopping (influentials) – Any agree, by language spoken in home, February 2014

Trying new products with a caveat

Figure 29: Hispanics' attitudes toward shopping (brand loyalty) – Any agree, by age, February 2014

Figure 30: Hispanics' attitudes toward shopping (brand loyalty) – Any agree, by language spoken in home, February 2014

Good service adds value to the shopping experience

Figure 31: Hispanics' attitudes toward shopping (service/experience) – Any agree, by gender, February 2014

Figure 32: Hispanics' attitudes toward shopping (service/experience) – Any agree, by age, February 2014

Figure 33: Hispanics' attitudes toward shopping (service/experience) – Any agree, by language spoken in home, February 2014

Hispanic men and women enjoy shopping similarly

Figure 34: Hispanics' attitudes toward shopping (shopaholics) – Any agree, by gender, February 2014

Figure 35: Hispanics' attitudes toward shopping (shopaholics) – Any agree, by age, February 2014

Figure 36: Hispanics' attitudes toward shopping (shopaholics) – Any agree, by household income, February 2014

Figure 37: Hispanics' attitudes toward shopping (shopaholics) – Any agree, by language spoken in home, February 2014

Hispanics' Perceptions of their Purchase Behavior

Key points

Hispanics try to buy only what they need

Figure 38: Hispanics' perceptions of their purchase behavior, by gender, February 2014

Wisdom comes with age

Figure 39: Hispanics' perceptions of their purchase behavior, by age, February 2014

Lack of financial products helps Spanish-dominant Hispanics to live within their means

Figure 40: Hispanics' perceptions of their purchase behavior, by language spoken in home, February 2014

The Influence of Promotions

Key points

The success of promotions depends on the price of items

Figure 41: Influence of promotions among Hispanics, by item ticket size, February 2014

Small-ticket items

Figure 42: Influence of promotions among Hispanics – Small-ticket items, by age, February 2014

Figure 43: Influence of promotions among Hispanics – Small-ticket items, by language spoken in home, February 2014

Medium-ticket items

Figure 44: Influence of promotions among Hispanics – Medium-ticket items, by household income, February 2014

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Figure 45: Influence of promotions among Hispanics – Medium-ticket items, by language spoken in home, February 2014

Large-ticket items

Figure 46: Influence of promotions among Hispanics – Large-ticket items, by household income, February 2014

Figure 47: Influence of promotions among Hispanics – Large-ticket items, by language spoken in home, February 2014

The influence of in-store support materials is limited

Figure 48: In-store support materials' influence among Hispanics – Always, by gender, November 2012-December 2013

Figure 49: In-store support materials' influence among Hispanics – Always, by languages spoken in home, November 2012-December 2013

The Role of Technology in Shopping

Internet is the first place half of Hispanics look for information

Figure 50: Hispanics' attitudes, opinions about lifestyles and the internet – Any agree, by gender, November 2012-December 2013

Figure 51: Hispanics' attitudes, opinions and interests about lifestyles and the internet – Any agree, by languages spoken in home, November 2012-December 2013

The Role of Family and Children

Shopping is a family outing

Figure 52: Hispanics' shopping behavior – Any agree, by gender, November 2012-December 2013

Figure 53: Hispanics' shopping behavior – Any agree, by languages spoken in home, November 2012-December 2013

Differences Compared With Non-Hispanics

Some differences decrease with acculturation

The store's environment is more important to non-Hispanics

Figure 54: Hispanics' shopping behavior – Any agree, by Hispanic origin and languages spoken in home, November 2012-December 2013

Non-Hispanics more likely to look for specials or bargains

Figure 55: Hispanics' shopping behavior – Any agree, by Hispanic origin and languages spoken in home, November 2012-December 2013

Non-Hispanics are more likely to plan their big-ticket items

Figure 56: Hispanics' shopping behavior – Any agree, by Hispanic origin and languages spoken in home, November 2012-December 2013

Hispanics tend to shop more frequently

Figure 57: Hispanics' shopping behavior – Any agree, by Hispanic origin and languages spoken in home, November 2012-December 2013

Hispanic shoppers come with family and children

Figure 58: Hispanics' shopping behavior – Any agree, by Hispanic origin and languages spoken in home, November 2012-December 2013

Cluster Analysis

Figure 59: Hispanic shopping clusters, February 2014

Value explorers

Characteristics

Opportunities

Passive shoppers

Characteristics

Opportunities

Value individualists

Characteristics

Opportunities

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DIY shoppers

Characteristics

Opportunities

Cluster characteristics tables

Figure 60: Reasons Hispanics purchase something for themselves, by Hispanic shopping clusters, February 2014

Figure 61: Very important factors for Hispanics when shopping, by Hispanic shopping clusters, February 2014

Figure 62: Where Hispanics make purchases – in-store purchases, by Hispanic shopping clusters, February 2014

Figure 63: Where Hispanics make purchases – Online purchases, by Hispanic shopping clusters, February 2014

Figure 64: Hispanics' attitudes toward shopping – any agree, by Hispanic shopping clusters, February 2014

Figure 65: Hispanics' perceptions of their purchase behavior, by Hispanic shopping clusters, February 2014

Figure 66: Influence of promotions among Hispanics – small-ticket items, by Hispanic shopping clusters, February 2014

Figure 67: Influence of promotions among Hispanics – medium-ticket items, by Hispanic shopping clusters, February 2014

Figure 68: Influence of promotions among Hispanics – large-ticket items, by Hispanic shopping clusters, February 2014

Figure 69: Demographics, by Hispanic shopping clusters, February 2014

Cluster methodology

Demographic Profile of US Hispanics

Key points

Population trends

Figure 70: Population by race and Hispanic origin, 2009-19

Figure 71: Population, by race and Hispanic origin, 1970-2020

Figure 72: Asian, Black, and Hispanic populations, 1970-2020

Hispanic share of births

Figure 73: Distribution of births, by race and Hispanic origin of mother, 2002-12

The Hispanic and total US population by age

Figure 74: Hispanic share of the population, by age, 2009-19

The Hispanic and total US population by gender

Figure 75: Population, by gender and Hispanic origin, 2009-19

Figure 76: Age distribution of women, by Hispanic origin, 2014

Figure 77: Age distribution of men, by Hispanic origin, 2014

Characteristics

Marital status

Figure 78: Marital status of people aged 18 or older, by race and Hispanic origin, 2013

Figure 79: Marital status of Hispanics, by age, 2013

Figure 80: Gender ratio, by age and Hispanic origin, 2014

Household size

Figure 81: Average household size and average number of adults and children in households, by race and Hispanic origin, 2013

Children in the household

Figure 82: Households, by presence and ages of own children, 2013

Generations

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Figure 83: Generations, by Hispanic origin, 2014

Figure 84: Distribution of generations by race and Hispanic origin, 2014

Hispanics by country of origin/heritage

Figure 85: Hispanic population, by country of origin/heritage

Mexicans (63% of US Hispanics)

Figure 86: Number of tortilla-related products launched per year in the US, 1996-2013

Puerto Ricans (9% of US Hispanics)

Cubans (4% of US Hispanics)

Dominicans (3% of US Hispanics)

Central Americans (8% of US Hispanics)

South Americans (5% of US Hispanics)

Figure 87: US Hispanic population, by country of origin/heritage, 2000-10

Figure 88: Largest* Hispanic groups, by region, by country of origin/ancestry, 2010

Hispanics by geographic concentration

Figure 89: Hispanic population, by region of residence, 2000-10

Figure 90: Hispanic or Latino population as a percent of total population by county, 2010

States with the most Hispanic population growth

Figure 91: States ranked by change in Hispanic population, 2000-10

Figure 92: Percent change in Hispanic or Latino population by county, 2000-10

Key Hispanic metropolitan areas

Figure 93: Metropolitan areas with the largest number of Hispanic residents, by country of origin/ancestry, 2010

Hispanics online

Figure 94: Internet use among Hispanics aged 18+, 2013

Acculturation

What is acculturation?

Figure 95: Acculturation diagram

Figure 96: Variables that affect acculturation

Why is level of acculturation important?

Levels of acculturation

Figure 97: Characteristics of primary acculturation levels

What is retroacculturation?

Buying Power of US Hispanics

Key points

Hispanics' purchasing power growth between 1990 and 2018 is projected to be 666%

Figure 98: Purchasing power, by race/Hispanic origin, 1990-2018

Figure 99: Purchasing power, by race/Hispanic origin, 1990-2018

Figure 100: Top 10 states ranked by share of Hispanic buying power, rank by Hispanic share of buying power by state, 2013

Figure 101: Top 10 states ranked by dollar amount of Hispanic buying power, 2013

US household income distribution

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Figure 102: Median household income, by race and Hispanic origin of householder, 2012

Appendix – Other Useful Consumer Tables

Reasons to purchase

Figure 103: Reasons Hispanics purchase something for themselves, by gender, February 2014

Figure 104: Reasons Hispanics purchase something for themselves, by household income, February 2014

Very important factors when shopping

Figure 105: Very important factors for Hispanics when shopping, by gender, February 2014

Figure 106: Very important factors for Hispanics when shopping, by household income, February 2014

Where purchases are made

Figure 107: Where Hispanics make purchases – in-store purchases, by gender, February 2014

Figure 108: Where Hispanics make purchases – in-store purchases, by household income, February 2014

Figure 109: Where Hispanics make purchases – online purchases, by age, February 2014

Figure 110: Where Hispanics make purchases – online purchases, by household income, February 2014

Hispanics' attitudes toward shopping

Figure 111: Hispanics' attitudes toward shopping – any agree, by gender, February 2014

Figure 112: Hispanics' attitudes toward shopping – any agree, by age, February 2014

Figure 113: Hispanics' attitudes toward shopping – Any agree, by household income, February 2014

Figure 114: Hispanics' attitudes toward shopping – Any agree, by language spoken in home, February 2014

Hispanics' perceptions of their purchase behavior

Figure 115: Hispanics' perceptions of their purchase behavior, by household income, February 2014

The influence of promotions

Figure 116: Influence of promotions among Hispanics – small-ticket items, by gender, February 2014

Figure 117: Influence of promotions among Hispanics – small-ticket items, by household income, February 2014

Figure 118: Influence of promotions among Hispanics – Medium-ticket items, by gender, February 2014

Figure 119: Influence of promotions among Hispanics – Medium-ticket items, by age, February 2014

Figure 120: Influence of promotions among Hispanics – Large-ticket items, by gender, February 2014

Figure 121: Influence of promotions among Hispanics – Large-ticket items, by age, February 2014

Appendix – Trade Associations

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