

## Hispanic Consumers and Household Products - US - March 2014

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“While Hispanic consumers are not a homogeneous group, one value that practically all share is their belief that personal appearance says a lot about a person. It is for this reason that they strive to take good care of their clothing and household. Brands that can partner with them to facilitate these objectives have a significant opportunity to succeed in this market.”

– Juan Ruiz, Senior Multicultural Analyst

### This report looks at the following areas:

- How can brands engage the young Hispanics?
- Shouldn't all family-centric marketing be aimed at moms?
- Can natural household products become relevant?

Hispanics are the largest and fastest growing minority group in the US with a purchasing power projected to reach \$1.7 trillion by 2017. Because Hispanics tend to live in larger households, household cleaning and laundry products are in high demand. Hispanics enjoy scented products and other value-added segments, often agreeing that it is worth paying more for higher quality goods. They are brand loyal, but aware of costs and frequently look for value and ways to save money. Readers of this report will gain new insight on how members of this important demographic relate to household cleaning and laundry products.

This report builds on the analysis presented in Mintel's *Hispanics and Household Products—US, November 2012*.

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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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The issues:

The implications: Target Hispanic men with higher quality, value-added products

Can natural household products become relevant?

The issues:

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The implications: Focus on the children, both then and now

## Trend Application

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- Trend: Survival Skills
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