

## Digital Trends - Hispanics - US - July 2015

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

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"Hispanics embrace the internet as it allows them to consume the content they want when they want, and stay connected with friends and family. As a result, they are equipping their households with consumer electronics (CE) staples such as laptops, tablets, and smartphones. However, as they become bicultural, Hispanics are adopting an even greater array of digital devices."

This report looks at the following areas:

- Brand differentiation is hard to achieve
- Hispanics upgrade CE products where they see value
- Hispanics use multiple devices to do different activities online
- Multiple devices are changing the dynamic around the television

Most CE categories are fragmented and few brands stand out for ownership among Hispanics. In most categories, Hispanics represent an important growth opportunity which can materialize by clearly communicating features that Hispanics, whom are a value-oriented group, deem to be the most important.

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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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## Key Players – What You Need to Know

- Consumer electronics categories are very fragmented
- Hispanics under index in most television brands
- Falling DVD/Blu-ray players' prices make the market more fragmented
- In video gaming, different brands appeal to different segments
- Dell, Hewlett-Packard, and Apple appeal
- For mobile phones Samsung takes the lead among Hispanics

## What's Working?

- Leveraging recommendations, participating in the discussion
- Communicating simplicity
- Leveraging retailers

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