

The Hispanic Apparel and Footwear Consumer - US - January 2016

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With projected expenditures of \$49.4 billion, Hispanics enjoy shopping for apparel and footwear not only for themselves but for other adults and children as well. Despite this, growth in the category is projected to be moderate, as Hispanics continue to look for value in the purchases they make.

This report looks at the following areas:

When shopping, finding the right fit sometimes can be difficult for Hispanics, as sizes between stores and brands are inconsistent and they need to go to several stores to find what they are looking for. Due to these factors, Hispanics tend to prefer in-store shopping over online shopping, so they can ensure the right fit before buying.

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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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