

Marketing to Hispanic Millennials - US - June 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"The Hispanic Millennial generation is aged 23-40 in 2017 and accounts for the largest share of the Hispanic population. The majority of Hispanic Millennials are bilingual and bicultural and want to fit in both the American and the Hispanic world, which creates opportunities to brands as they are open minded and willing to come out of their comfort zone."

Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- **Hispanic Millennials are confident about handling their present**
- **Hispanic Millennials are optimistic about the future**
- **Multiple content sources are changing the market landscape**

For the purposes of this Report, Mintel has used the following definitions:

Hispanic Millennials are defined as Hispanics in the generation born between 1977 and 1994. In 2017, Hispanic Millennials are aged 23-40. Where applicable, data in this Report is compared to all US Millennials and to older and younger generations of Hispanics.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Marketing to Hispanic Millennials - US - June 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

Executive Summary

Hispanic Millennials – What You Need to Know

Market Overview

Key Trends – What You Need to Know

What's Different?

What's Challenging?

What's Next?

The Consumer – What You Need to Know

Must-Have Online Personal Services

Opinions on Social Media

Perceptions of Trends

Sharing Economy Participation

Self-confidence

Optimism toward Life

Appendix – Data Sources and Abbreviations

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com