

Hispanics and Personal Care - US - July 2017

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"Hispanics' expenditures on personal care products was flat between 2012 and 2017. While brand loyalty seems difficult to achieve, there are opportunities to make an effort to connect with Hispanics, going beyond trial. Personal care is a category in which brand is important when associated with specific benefits such as scent, being long-lasting, or moisturizing."

- Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- Scent, benefits, and past experience influence purchases
- Online is an outlet not to sell, but to connect
- Spanish-language packaging may not make a difference

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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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