

Marketing to Hispanic Moms - US - September 2017

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"There are nearly 7 million Hispanic moms in the US, who live for their families. Household chores monopolize most of their time at home. Even if they would welcome help, they tend to be hesitant to ask for it. Shouldering the sometimes-thankless responsibility of maintaining the household is a way to show love, and Hispanic moms renew that commitment every day."

- Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- Hispanic moms have different parenting approaches based on employment status
- The importance of keeping things under control
- Different ways in which Hispanic moms show love to their children

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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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