

Hispanics and American Culture and Identity - US - January 2018

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"Hispanics will continue to gravitate toward biculturalism. Communications technology such as social media allows US Hispanics to stay connected with family members in other countries. Meanwhile, the sizable and relatively young market creates opportunities in the US for Hispanics to keep their culture alive through daily interactions."

- Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- Hispanics are not a homogeneous group
- For Hispanics, it's all about family
- Spanish is not going away, but it is making things complicated

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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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Opportunities

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What's Next?

- A more sophisticated market
- A more fragmented market
- A more fairer sex

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