

Hispanics: Digital Trends & Impact of COVID-19 One Year Later - US - April 2021

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This report looks at the following areas:

- The impact of COVID-19 on Hispanics' approach to technology.
- Hispanics' differing attitudes toward technology and what it means for brands.
- How Hispanics' purchases of household electronics aim to elevate the entertainment experience for everyone in the household.
- The confusion around 5G and its potential to impact satisfaction and smartphone upgrades.

Hispanics in the US possess the right characteristics to fuel the progression of digital trends. Their significant population size and more rapid growth, along with relative youth, larger households and tendency to include children, are all positive factors contributing to growth in household and personal electronics. Hispanics' spending on consumer electronics reflect their population share, with purchases of almost \$64 billion estimated for 2020. The pandemic accelerated consumer adoption of online behaviors and increased reliance on technology. Hispanics are no exception, and their engagement in the category is poised to continue to grow.



"The COVID-19 pandemic expanded the base of Hispanics relying on technology more than ever before, creating opportunities for increasing engagement and electronic products upgrades."

Juan Ruiz, Director of Hispanic Insights

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