

Marketing to Hispanic Millennials – US – 2021

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The impact of COVID-19 on Hispanic Millennials.
- How different segments of Hispanics approach marketing and how Hispanic Millennials fit into this dynamic.
- What drives Hispanic Millennials' loyalty and repeat purchases.
- Which ad sources Hispanic Millennials consider relevant to reach people like them.

Hispanic Millennials have a significant influence on the broader Hispanic population and the US population as a whole. They account for more than one in four Hispanics and one in five US Millennials. Beyond numbers, they are not out of reach, as they embrace content consumption and social media and are growing accustomed to online video ads. They continue to be optimistic about the future, despite being severely impacted by the COVID-19 pandemic. Although habit drives their purchases, they have positive attitudes toward marketing and what brands have to say – providing fertile ground for brands that can meet their expectations at a reasonable price.



“Hispanic Millennials feel that their best days are yet to come. While the pandemic impacted their lifestyles and finances, Hispanic Millennials are optimistic about their financial future. As they move forward, they have positive attitudes toward marketing and are open to listening to what brands have to say.”

– Juan Ruiz, Director of Hispanic Insights

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