

## Marketing to Hispanic Moms - US - February 2013

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*"Latina moms want more information from the media. Whether it is editorial content or branded advertising, brand messages are not influencing Hispanic moms' purchasing decisions. Do brands understand how Latina moms think and feel and are they delivering the right message, in the right place and in the right language?"*

– Leylha Ahuile, Senior Multicultural Analyst

### In this report we answer the key questions:

- "Am I providing nutritional meals for my child?"
- Why are some marketing campaigns still not influencing Latina moms?
- Have the finances of Latina moms improved?

Hispanics are the nation's largest minority group, making up more than 54.5 million people, or about 17.2% of the U.S. population. The Hispanic population will grow by almost 30% from 2008-18 with much of that growth coming from births and not immigration as in previous years. Additionally, Hispanics alone will comprise 18.6% of the total population by 2018. This population growth will lead to a significant increase in purchasing power. Hispanic purchasing power is projected to reach nearly \$1.7 trillion by 2017, up from nearly \$1.2 trillion in 2012.

Parents and families are a particularly important force within the Hispanic market: Close to 50% of Hispanic households include children, as compared to only 30% of non-Hispanic households. According to the U.S. Census Bureau, by 2050, 39% of U.S. children are projected to be Hispanic (up from 24% in 2011), and 38% are projected to be White, non-Hispanic (down from 53% in 2011). Children who are Black are projected to decrease from 15.2% in 2011 to 12.8% in 2050, while Asian children are projected to increase from 4% of the U.S. child population in 2011 to 6% in 2050. This indicates that by 2050 Hispanic children will make up the largest segment of children in the U.S.

Parenthood also is a particularly critical life stage for consumer purchasing, with expanding families more likely to move to their own homes, purchase cars, and buy other products needed to support their changing lifestyles.

This report provides deep insights into Hispanic moms and their purchasing and consumption behavior, including:

- **Demographics and buying power:**  
An overview of the U.S. Hispanic population is provided, including current and projected size, geographic distribution, purchasing power, and level of acculturation. Key facts that include Hispanic moms are also established, including average household size, ages of children in the home, and languages spoken.
- **Attitudes and motivations**  
: Based on exclusive Mintel survey data, Hispanic moms' attitudes are analyzed on a variety of topics, including what worries them most; what influences their decisions to buy products for their children; and their attitudes toward food and nutrition.
- **Technology and media usage**  
: Technology and internet usage by Hispanic moms is discussed, with special focus on usage of technology for parenting tasks.

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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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- Purchasing behavior  
: Purchasing and consumption trends are examined, including purchases of baby and children's products; purchases of nutritional supplements; over-the-counter medications; and personal care products.

This analysis will provide marketers with the insight needed to create targeted strategies for engaging Hispanic moms, and gain a competitive edge when fighting for wallet share from this highly desirable audience.

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## Table of Contents

### Scope and Themes

What you need to know  
Definition  
Data sources  
Consumer survey data  
Advertising  
Abbreviations  
Terms

### Executive Summary

U.S. Hispanic population

Hispanic households are almost twice as likely to have children

Figure 1: Households with own children, by Hispanic and non-Hispanic origin of householder, 2012

Birthrates decrease but Hispanics' still higher

Figure 2: Birthrate, by race/Hispanic origin, 2007-09

Hispanic households have younger children

Figure 3: Households, by race of householder and presence and ages of children, 2011

The consumer

Nutrition is the biggest worry among Hispanic moms

Figure 4: Top five things that worry Hispanic moms, by level of priority, October 2012

Sugar, carbs, and preservatives speak the same language

Figure 5: Top three contributors to a poor diet, by language spoken in home, October 2012

Hispanic moms more likely to purchase baby personal care products

Figure 6: Household purchases of baby personal care products, by race/Hispanic origin, April 2011-June 2012

Latina moms' usage of PCs and smartphones for parenting activities

Figure 7: Top seven ways in which Hispanic moms use their PC and/or smartphone for parenting, by language spoken in home, October 2012

Type of information Latina moms would like to see more of from the media

Figure 8: Type of information Hispanic moms would like to see more of from the media, October 2012

What we think

### Issues in the Market

"Am I providing nutritional meals for my child?"

Why are some marketing campaigns still not influencing Latina moms?

Have the finances of Latina moms improved?

### Insights and Opportunities

Latina moms have gone mobile

Latina moms want to be heard

### Trend Applications

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Trend: Immaterial World

Trend: Collective Intelligence

2015 Trend: Access Anything Anywhere

## Profile of Hispanic Moms

### Key points

Hispanic households and children

Households with children

Figure 9: Households with children, by race and Hispanic origin of householder, 2012

Young families play an important role in the mix

Figure 10: Households, by race of householder and presence and ages of children, 2011

Age of children

Figure 11: U.S. population of kids aged 6-11, by race/Hispanic origin, 2007-17

Figure 12: U.S. population of kids aged 12-17, by race/Hispanic origin, 2007-17

Demographic profile of moms

Birthrate

Figure 13: Birthrate, by race/Hispanic origin, 2000-09

Figure 14: Distribution of births, by race and Hispanic origin of mother, 2000-09

Marital status

Figure 15: Marital status of those aged 18 or older, by race and Hispanic origin, 2011

Figure 16: Marital status of Hispanics aged 18 or older, by gender, 2012

The role of language in the household

Spanish-dominants have larger household size

Figure 17: Profile of survey respondents, number of people in the household, by language spoken in the home, October 2012

Latina moms are raising bilingual children

Figure 18: Language in which Hispanic moms speak with other adults and children within the household, by language spoken in home, October 2012

Figure 19: Día de los Muertos, 2012

## Mindset of Hispanic Moms

### Key points

Today's Hispanic moms

Older moms are more likely to use technology to stay connected with child/children

Figure 20: Profile of Hispanic moms, by age, October 2012

English-dominant moms are less likely to use technology to stay connected with children

Figure 21: Profile of Hispanic moms, by language spoken in home, October 2012

Foreign moms are more involved in their children's lives

Figure 22: Profile of Hispanic moms, by country of origin, October 2012

Time spent on activities

Moms are spending more time on activities driven by finances

Figure 23: Time spent on various activities in comparison to last year, October 2012

Spanish-dominant moms are taking more time to read food labels

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**Report Price:** £2466.89 | \$3995.00 | €3133.71

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Figure 24: Time spent on various activities in comparison to last year, by language spoken in home, October 2012

What worries Hispanic moms

Nutrition is the biggest worry among Hispanic moms

Figure 25: What worries Hispanic moms, by level of priority, October 2012

English-dominant moms are less worried about nutrition

Figure 26: What worries Hispanic moms, by language spoken in home, October 2012

Economic status of moms

More than a third of moms are feeling worse off financially

Figure 27: Economic status of moms in the last 12 months, by race/Hispanic origin, April 2011-June 2012

Lower-income Hispanic moms are the most likely to feel worse off financially

Figure 28: Economic status of Hispanic moms in the last 12 months, by household income, April 2011-June 2012

## Shopping Behavior and Influencers

Key points

Decision influencers

Request from child is the number one influencer

Figure 29: Influencers when purchasing for child/children, by order of importance, October 2012

Older moms are just as influenced by online information as younger moms

Figure 30: Influencers when purchasing for child/children, by age, October 2012

Spanish-dominant moms are also influenced by English-language media

Figure 31: Influencers when purchasing for child/children, by language spoken in home, October 2012

Trial of new products

Younger moms more likely to be swayed by online media

Figure 32: What has led Hispanic moms to try a new product in the last three months, by age, October 2012

English-dominant moms are less likely to be influenced by blogs

Figure 33: What has led Hispanic moms to try a new product in the last three months, by language spoken in home, October 2012

Shopping

Attitudes toward shopping

Figure 34: Attitudes of moms toward shopping, by race/Hispanic origin, April 2011-June 2012

Hispanic moms less likely to be persuaded by most forms of retail advertising

Figure 35: Sources used by moms when shopping, by race/Hispanic origin, April 2011-June 2012

Spanish-dominant moms are more likely to be influenced by in-store announcements

Figure 36: Sources used by Hispanic moms when shopping, by language spoken in home, April 2011-June 2012

## Food and Health

Key points

Nutrition and healthcare

Biggest worriers for Hispanic moms

Figure 37: What worries Hispanic moms, October 2012

Attitudes toward food

Simple and easy foods don't appeal to Hispanic moms

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**Report Price:** £2466.89 | \$3995.00 | €3133.71

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Figure 38: Moms attitudes toward food, by race/Hispanic origin, April 2011-June 2012

## Leading a healthy life

Older moms have a greater understanding of the factors that contribute to a healthy life

Figure 39: Factors that contribute to a healthy life, by age, October 2012

## Poor diet

Younger versus older Hispanic moms, caffeine versus carbs

Figure 40: Top three contributors to a poor diet, by age, October 2012

Sugar, carbs, and preservatives speak the same language

Figure 41: Top three contributors to a poor diet, by language spoken in home, October 2012

## Baby food

Hispanic households are the most likely to consume baby foods

Figure 42: Likelihood of consuming baby foods, baby cereals and baby juices, by race/Hispanic origin, April 2011-June 2012

## Baby formula

Twice as likely to be used by Hispanic moms

Figure 43: Likelihood of consuming powdered baby formula, by race/Hispanic origin, April 2011-June 2012

## Children's Products

### Key points

Hispanic moms more likely to buy children's products

Figure 44: Household purchases of baby personal care products, by race/Hispanic origin, April 2011-June 2012

### Brands of children's products

Preferred brands of disposable diapers and training pants

Figure 45: Brands of disposable diapers and training pants used, by race/Hispanic origin, April 2011-June 2012

Preferred brands of premoistened cleansing wipes/cloths for babies

Figure 46: Brands of premoistened cleansing wipes/cloths for babies used, by race/Hispanic origin, April 2011-June 2012

Popular brands extend their reach among Hispanics with baby/children's shampoos

Figure 47: Brands of baby/children's shampoo used, by race/Hispanic origin, April 2011-June 2012

### OTC children's products

Hispanic moms more likely to purchase children's OTC remedies

Figure 48: Household purchases of OTC children's products, by race/Hispanic origin, April 2011-June 2012

Chewable children's fever reducers and pain relievers don't appeal to Hispanic moms

Figure 49: Type of children's fever reducers and pain relievers (nonprescription) used, by race/Hispanic origin, April 2011-June 2012

Preferred brands of children's cough/cold products

Figure 50: Brands of children's cough/cold products (nonprescription) consumed, by race/Hispanic origin, April 2011-June 2012

## Finances and Financial Investments

### Key points

#### Economic status

Attitudes toward financial situation remain unchanged

Figure 51: Economic outlook, by race/Hispanic origin, February 2010-March 2011

Figure 52: Economic outlook, by race/Hispanic origin, April 2011-June 2012

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## Spanish-only moms are seeing improvements in their finances

Figure 53: Economic status in the last 12 months, by language spoken in home, April 2011-June 2012

## Changes in spending

Figure 54: Spending on household essentials in the next 30 days, by race/Hispanic origin, April 2011-June 2012

Figure 55: Spending on household essentials in the next 30 days, by household income, April 2011-June 2012

## Investments owned

Figure 56: Types of investment owned by mom/female guardian, by race/Hispanic origin, April 2011-June 2012

## Media and Technology

### Key points

#### Internet usage

#### Less-accultured Hispanics lag in use of the web

Figure 57: Technology penetration, by race/Hispanic origin and nativity, 2010

#### Social media

#### Language impacts likelihood of belonging to a social media/networking website

Figure 58: Likelihood of moms visiting or belonging to a social media/networking website, by race/Hispanic origin, April 2011-June 2012

Figure 59: Likelihood of Hispanic moms visiting or belonging to a social media/networking website, by language spoken in home, April 2011-June 2012

#### Hispanic moms use a wider range of sources than non-Hispanic moms

Figure 60: Medias followed by moms on a social media/networking website, by race/Hispanic origin, April 2011-June 2012

Figure 61: Medias followed by Hispanic moms on a social media/networking website, by age, April 2011-June 2012

#### Moms' attitudes toward social media

Figure 62: Moms attitudes towards social media/networking websites, by race/Hispanic origin, April 2011-June 2012

#### Latina moms' usage of PCs and smartphones

#### Spanish-dominants most likely to use computers for parenting activities

Figure 63: Ways in which Hispanic moms use their computer for parenting, by language spoken in home, October 2012

#### Spanish-dominants are the most likely to order online groceries from their smartphone

Figure 64: Ways in which Hispanic moms use their smartphone for parenting, by language spoken in home, October 2012

#### Latina moms would like to see more information on health and nutrition from the media

Figure 65: Type of information Hispanic moms would like to see more of from the media, by language spoken in home, October 2012

## Marketing Strategies

### Key points

#### Television

#### Huggies

Figure 66: Huggies, TV ad, January 2013

#### Pampers

Figure 67: Pampers, TV ad, February 2013

#### Texas Children's Hospital

Figure 68: Texas Children's Health Plan, TV ad, August 2012

#### HEB Food Stores

Figure 69: HEB Food Stores, TV ad, September 2012

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## Dannon/Dan-o-nino

Figure 70: Dannon / Dan-o-nino, TV ad, March 2012

## America's Dairy Farmers

Figure 71: Got Milk? ProyectoDesayuno.com, TV ad, May 2012

## Online marketing

### Todobebé

Figure 72: Todobebé.com

### Mamiverse

Figure 73: Mamiverse.com

### Mamás Latinas

Figure 74: Mamáslatinas.com

### Walmart

Figure 75: Walmart.com

### Pampers

Figure 76: Mi Música, Mi Herencia

## U.S. Hispanic Population

### Key facts

#### Hispanics make up the largest U.S. minority group

Figure 77: Population, by race/Hispanic origin, 2008-18

Figure 78: Population, by race/Hispanic origin, 1970-2020

Figure 79: Asian, Black, and Hispanic populations, 1970-2020

#### The Hispanic and non-Hispanic population

#### The Hispanic and total U.S. population by age

Figure 80: U.S. Hispanic population, by age, 2008-18

Figure 81: U.S. Population, by age, 2008-18

#### The Hispanic and total U.S. population by gender

#### Women

Figure 82: Hispanic women, by age, 2008-18

Figure 83: Total U.S. women population, by age, 2008-18

#### Men

Figure 84: Hispanic men, by age, 2008-18

Figure 85: Total U.S. men population, by age, 2008-18

### Generations

#### Hispanics by generation

Figure 86: Generations—Hispanics versus non-Hispanics, 2011

#### Hispanic purchasing power

Figure 87: Purchasing power, by race/Hispanic origin, 1990-2017

Figure 88: Graph: Purchasing power, by race/Hispanic origin, 1990-2017

Figure 89: Top 10 states ranked by share of Hispanic buying power, 2012

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Figure 90: Top 10 states ranked by value of Hispanic buying power, 2012

Figure 91: Median household income, by race/Hispanic origin of householder, 2011

Figure 92: Largest Hispanic states, by Hispanic disposable income, 2010

Figure 93: Average household size, by Hispanic origin/race of householder, 2001, 2008 and 2011

Figure 94: Households, by number of people in the household—Hispanics versus all households, 2011

## Hispanics by country of origin/heritage

Figure 95: Hispanic population, by type, 2000-10

Figure 96: Graph: Hispanics, by country of origin/heritage, 2010

## Hispanics by geographic concentration

Figure 97: Largest\* Hispanic groups, by region, by country of origin/ancestry, 2010

Figure 98: Hispanic population, by region of residence, 2000-10

Figure 99: Graph: Hispanic population, by region, 2010

Figure 100: 10 places\* with highest number of Hispanics, 2010

Figure 101: 10 places\* with the largest share of Hispanics, 2010

## States with the most Hispanic population growth

Figure 102: States ranked by change in Hispanic population, 2000-10

Figure 103: Five states with the greatest percentage of Hispanic growth, 2000-10

## Key Hispanic metropolitan areas

Figure 104: Metropolitan areas with the largest number of Hispanic residents, by country of origin/ancestry, 2010

Figure 105: U.S. Hispanic households, by metropolitan status, 2006-11

## Acculturation

What is acculturation?

Why is level of acculturation important?

Levels of acculturation

Figure 106: Hispanics, by acculturation and assimilation level, 1998-2008

What is retroacculturation?

## Appendix—Consumer Tables

Figure 107: Attitudes of Hispanic moms toward shopping, by language spoken in home, April 2011-June 2012

Figure 108: Hispanic moms attitudes toward food, by language spoken in home, April 2011-June 2012

Figure 109: Brands of body and baby powder used, by race/Hispanic origin, April 2011-June 2012

Figure 110: Brands of baby wash and bath products used, by race/Hispanic origin, April 2011-June 2012

Figure 111: Brands of baby oil and baby lotion used, by race/Hispanic origin, April 2011-June 2012

Figure 112: Spending on household essentials in the next 30 days, by language spoken in home, April 2011-June 2012

Figure 113: Type of information Hispanic moms would like to see more of from the media, by household income, October 2012

## Appendix—Trade Associations

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