

Hispanics' Attitudes Toward Buying a Car - US - June 2013

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“Hispanic car buyers are less likely than non-Hispanics to purchase cars through traditional retail channels, and are more inclined to purchase Japanese vehicles over domestic. Automakers and car dealers that want to pick up more sales from this burgeoning car buying class will want to focus on Hispanic youth who are more inclined to purchase new and will likely earn more, over time.”
 – Colin Bird, Automotive Analyst

In this report we answer the key questions:

- Why Hispanic car buyers are staying out of the mainstream market by going private
- Why Hispanic consumers shy away from domestic auto brands

Hispanics are the nation's largest minority group, 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.

Although Hispanics currently make up nearly one out of five Americans, Hispanics only accounted for approximately one out of every 10 new car purchases in 2012, according to Polk Automotive. Mintel expects this figure to increase as more Hispanics stated wanting to purchase a new, rather than a used car, the next time they purchase a vehicle. These developments arrive just as Hispanic household incomes are beginning to increase at a measured pace, which should allow more households to enter the new car market the next time they purchase a car.

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

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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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