

## Black and Hispanic Moms - US - January 2014

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

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“While there are a lot of similarities between these moms, they are different in many ways. Their culture and heritage is an important part of who they are and they are looking to maintain it, especially younger moms (18-34 years old).

It's likely that they have a heightened sensitivity toward companies who are not trying to reach them, stereotypical messages, or communications not in Spanish.”

– Tonya Roberts, Multicultural Analyst

### This report looks at the following areas:

- What do Black and Hispanic moms have in common? What makes them different?
- What are some of the challenges she faces? What does she worry most about when it comes to her kids?
- How receptive are Black and Hispanic moms to marketing and advertising messages? What's the most effective way to reach her?

Black and Hispanic moms represent a tremendous opportunity for marketers since many of these women are not only the decision makers and shoppers, but also contribute to the family's disposable income. Although there are some similarities between these two groups of moms, the report will take a deeper dive to uncover nuances and differences that exist beyond language. The specific topic areas will include parenting styles, core values, aspirations, family dynamics, lifestyle, and entertainment.

This report explores the following as it relates to Black and Hispanic moms:

- Show how Black and Hispanic moms differ from moms of other races/ethnic groups, differences between acculturated vs unacculturated within races/ethnicities, and how Millennial moms are similar and different from previous generations, as pertains to:
  - Parenting styles
  - Core values
  - Aspirations
  - Family dynamics
  - Lifestyle and entertainment
- Identify receptivity to marketing and advertising, and the media and techniques that are most effective in reaching her.

The following are Mintel reports related to the 2014 *Black and Hispanic Moms* report:

- *Marketing to Moms—US, September 2013*
- *Marketing to Hispanic Moms—US, February 2013*
- *Marketing to Black Moms—US, April 2010*

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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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