

The Shopping Experience of Hispanic Consumers - US - April 2014

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

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“When Hispanics find a good deal, regardless of their age, income, or level of acculturation, they are eager to tell their families and friends about it. Retailers who can identify the needs of this segment and act accordingly may be able to count on Hispanic consumers as valuable allies to spread the good news.”

– Juan Ruiz, Senior Multicultural Analyst

This report looks at the following areas:

- How can Hispanic shoppers be converted into the best allies?
- Differentiations vs cost leadership?

Hispanics are the largest and fastest growing minority group in the US with a purchasing power projected to reach \$1.6 trillion by 2018. Hispanics were hit hard by the 2008-09 recession; now that the recovery is gaining momentum, they are starting to increase spending in the areas in which they cut the most such as apparel and entertaining. Hispanics are value-oriented consumers and see themselves as frugal buyers. However, they don't want to sacrifice quality at the expense of price.

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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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