

Family Dynamics of Hispanics - US - May 2015

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“Family unity is important to Hispanics. Tensions caused by different levels of acculturation and levels of English proficiency under the same roof are minimized by the level of attachment that Hispanics have to their families. Even when younger Hispanics look for their own identity, they do it from home as they are not in a rush to live on their own.”

Juan Ruiz, Senior Multicultural Analyst

This report looks at the following areas:

- Hispanic women maintain household wellbeing
- Hispanics make important decisions jointly
- Spanish and English language, as well as American and Hispanic culture co-exist under the same roof

What you need to know

There are almost 16 million Hispanic households in the US. Compared to the typical US household, Hispanic households are larger on average and are significantly more likely to have children. Traditional gender roles (where the female head does most of the household activities) are often observed – as well as conflicting parenting approaches, where both control and independence are desired. These are just some of the characteristics that affect the family dynamics in Hispanic households. Further, Hispanic households try to balance two cultures – the American and Hispanic – as people in different levels of acculturation live under the same roof.

With Hispanic buying power projected to reach nearly \$1.7 trillion by 2019, brands will benefit from learning about how family dynamics shape Hispanic households. Marketers who get an understanding of how their brands and products fit into this dynamic will be in a better position to reach them in meaningful ways.

This is the first report that Mintel has produced on Hispanic family dynamics. However, readers may also be interested in Mintel's *The Shopping Experience of Hispanic Consumers – US, April 2014*, *Hispanic Consumers and Social Media – US, June 2014*, *Hispanics and American Culture and Identity – US, July 2014*, *Hispanic Millennials – US, February 2015*, *Hispanic Lifestyles and Entertainment – US, April 2015*, and *Family Dynamics of Black Consumers – US, May 2015*.

Definition

This report offers an overview of the family dynamics that take place at Hispanic households. Its coverage includes an overview of the household members, the division of household chores, relationships with family members, parenting styles, how Hispanics look at their homes, and how they make decisions (individually versus joint) when they are buying products in specific categories. Where applicable, findings are analyzed by key demographics including age, gender, household income, language spoken at home, and level of acculturation.

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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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Trend: Life – An Informal Affair

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United States Hispanic Chamber of Commerce (USHCC)

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