

Marketing to Hispanic Moms - US - September 2015

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"Hispanic moms are devoted to their families and their homes. Their children are at the center of their worlds and they want to please them, having their preferences in mind when deciding what to buy. All of this comes at a cost as Hispanic moms are sometimes forced to make hard choices as they try to balance family and work."
- Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- The pursuit of happiness can be evasive
- The feeling of being a servant increases with acculturation
- Working moms key to increasing income at Hispanic households
- Differences by level of acculturation in desired values for their children offer a glimpse into the minds of Hispanic moms

This Report provides a picture of perceptions and attitudes of Hispanic moms to understand how they make purchase decisions for their families and children.

For the purposes of this Report, moms are defined as female parents or guardians of children younger than 18 living in the home. Where noted, the definition also includes children younger than 25.

This is one of many Reports that Mintel has produced on Marketing to Moms. Readers may also be interested in Mintel's *Marketing to Moms – US, September 2015*, *Marketing to Black Moms – US, September 2015*, and *Marketing to Asian Moms – US, September 2015*.

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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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