

Hispanics and Household Products - US - August 2017

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"Hispanics' expenditures on household products such as household surface cleaners, dishwashing products, and laundry detergent showed moderate growth from 2012 to 2017. These are mature categories in which Hispanics exhibit high levels of satisfaction and limited motivation to change."

- **Juan Ruiz, Director of Hispanic Insights**

This report looks at the following areas:

- Hispanics lack engagement with household product categories
- Hispanics are satisfied with the household product brands they use
- Environmentally friendly claims may have limited impact

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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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Abbreviations and terms

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Terms

TURF analysis – Methodology

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