

Marketing to Hispanic Moms - US - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"In the US there are almost 8 million Hispanic moms with children under the age of 18 in the household. Product of this impressive number, Hispanic women are more likely than the average US woman to be a mom."

Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- **Hispanic moms are willing to listen**
- **Disruptions are annoying – but may offer significant opportunities**
- **Understanding when family matters and when individuality matters**

The fact that one in four babies born in 2016 were of Hispanic origin highlights the importance of understanding Hispanic moms. Not only will they shape their children, who will represent a significant share in upcoming generations, but they are gatekeepers of their homes right now, filtering brands wanting to get in.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Marketing to Hispanic Moms - US - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

Overview

The challenges

Brands should be careful testing Hispanic moms' loyalty

Figure 1: Hispanic moms' attitudes toward money management, August 2018

The opportunities

Hispanic moms are willing to listen

Figure 2: Hispanic moms' use of social media, indexed to all moms, August 2018

Disruptions are annoying – but may offer significant opportunities

Figure 3: Correspondence Analysis – Hispanic moms' perception of types of advertising, August 2018

Understanding when family matters and when individuality matters

Figure 4: Hispanic moms' dreams for herself, indexed to all, August 2018

What it means

The Market – What You Need to Know

Hispanics over index for being moms

Hispanic moms are important as one in four new babies are of Hispanic origin

Hispanic moms are the gatekeepers to larger households

Deciding whether to work or not is a hard decision for Hispanic moms

Hispanic moms are bilingual and committed to teach Spanish to their children

Hispanic moms have high expectations for their children

Hispanic Moms by the Numbers

There are almost eight million Hispanic moms in the US

Figure 5: Estimated number of moms who have children younger than 18 living in the household by race/Hispanic origin, 2017

One in four babies were born to Hispanic moms

Figure 6: Births, by race and Hispanic origin, 2016

Figure 7: General fertility rates, by race and Hispanic origin, 2016

Hispanic moms manage larger households

Figure 8: Average number of people per household, by race and Hispanic origin, 2017

Figure 9: Households with related children, by race and Hispanic origin of householder, 2017

Lower median household income forces Hispanic moms to prioritize spending

Figure 10: Median household income, by race and Hispanic origin of householder, 2016

Figure 11: Household income distribution by race and Hispanic origin of householder, 2016

Market Perspective – Hispanic Moms and Work

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Marketing to Hispanic Moms - US - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Hispanic moms' salary makes a difference

Figure 12: Hispanic moms' reported household income, by employment status, April 2017-June 2018

Language barriers may prevent them from working

Figure 13: Hispanic moms' reported household income, by employment status, April 2017-June 2018

Even with support, working Hispanic moms would prefer to stay at home

Figure 14: Hispanic moms' attitudes toward working – support, by age of their children, August 2018

Unacculturated Hispanic moms are more likely to idealize work

Figure 15: Hispanic moms' attitudes toward working, by level of acculturation, August 2018

Market Perspective – Language

Half of Hispanic moms are bilingual

Figure 16: Language(s) Hispanics speak at home, April 2017-June 2018

Hispanic moms are committed to teach Spanish to their children

Figure 17: Share of Hispanic moms who believe it is important to teach Spanish to Hispanic children, by language spoken at home, April 2017-June 2018

Market Perspective – Children and American Culture and Identity

Hispanic moms are motivated by the hope their children will do great

Figure 18: Hispanic moms' opinions about their children's future, by level of acculturation, August 2018

Foreign born moms are more optimistic about what the US offers their children

Figure 19: Hispanic moms' opinions about their children's future, by moms' country of birth, August 2018

What's Happening – What You Need to Know

The art of connecting with Hispanic moms

Looking ahead...

What's Happening

Connecting the old and the new

Figure 20: Bimbo Baking Memories TV commercial, July 2018

Figure 21: Share of Hispanic moms' loyalty toward brands that advertise in Spanish, by language spoken at home, April 2017-June 2018

Connecting through Spanish-language websites

Figure 22: Share of Hispanic moms considering Spanish-language versions of websites important, by language spoken at home, April 2017-June 2018

Connecting by highlighting some cultural tension

Figure 23: Goya TV ad – Growing with more than one flavor (crecer con más de un sabor), May 2017

Figure 24: Share of Hispanic moms who enjoy eating traditional Hispanic food, by language spoken at home, April 2017-June 2018

Connecting by embracing family gatherings and holidays

Figure 25: Share of Hispanic moms who consider family reunions important, by language spoken at home, April 2017-June 2018

Figure 26: Share of Hispanic moms who celebrate Hispanic and American holidays, by language spoken at home, April 2017-June 2018

Connecting through value

Figure 27: Walmart – Stop. Drop. Shop. Falling Prices!, Acquisition e-mail, October 2018

What's Next

Creating online communities

Inviting Hispanic moms to relax

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Marketing to Hispanic Moms - US - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The Consumer – What You Need to Know

- Level of acculturation drives the types of apps Hispanic moms use
- Recommendations and advice on social media may be weighed against their moms' advice
- Hispanic moms are savers
- Hispanic moms leave some financial decisions to their spouses
- Least welcomed types of ads offer opportunities to stand out
- Hispanic moms' dreams allow room for family

Moms' Use of Technology – Apps

- Apps help Hispanic moms get a sense of control
 - Figure 28: Hispanic moms' use of mobile apps, indexed to all moms, August 2018
 - Figure 29: Hispanic moms' use of mobile apps, by age, August 2018
- Less acculturated Hispanic moms want more control over their kids
 - Figure 30: Hispanic moms' use of mobile apps, by level of acculturation, August 2018
- Desire for parental control may be driven by kids' abundant usage of tech
 - Figure 31: Hispanic moms' attitudes toward kids and technology, August 2018

Moms' Use of Technology – Social Media

- Hispanic moms open to recommendations and advice on social media
 - Figure 32: Hispanic moms' use of social media, indexed to all moms, August 2018
- Younger Hispanic moms may use social media along with other sources
 - Figure 33: Hispanic moms' use of social media, by age, August 2018
 - Figure 34: Hispanic moms' use of social media, by age of children in household, August 2018

Moms' Money Management

- Saving is in Hispanic moms' DNA
 - Figure 35: Hispanic moms' attitudes toward money management, August 2018
- Savings mentality is not linked to money concerns
 - Figure 36: Hispanic moms' attitudes toward money management, by level of acculturation, August 2018
- Money concerns increase with acculturation
 - Figure 37: Hispanic moms' attitudes toward money management, by level of acculturation, August 2018

Moms' Financial Decision Making Dynamic

- Hispanic moms less assertive when making financial decisions
 - Figure 38: Money management dynamic – Hispanic moms and partner/spouse, indexed to all, August 2018
 - Figure 39: Money management dynamic – Hispanic moms and partner/spouse, by marital status, August 2018
 - Figure 40: Money management dynamic – Hispanic moms and partner/spouse, by household income, August 2018

Advertising Associations

- Ad types Hispanic moms are not fond of may offer the greatest opportunity to surprise
- TV ads – memorable and entertaining
- Radio, magazine, and newspaper ads – relevant and reliable

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Marketing to Hispanic Moms - US - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 41: Hispanic moms' readership of Spanish-language magazines – past 6 months, by age, April 2017-June 2018

Figure 42: Hispanic moms' readership of Spanish-language magazines – past 6 months, by language spoken at home, April 2017-June 2018

Ads on social networks and online video ads – arguments on both sides

Online banner ads and ads on streaming music services – annoying and intrusive

Figure 43: Correspondence Analysis – Hispanic moms' perception of types of advertising, August 2018

Figure 44: How Hispanic moms perceive different types of ads, August 2018

Are streaming music services resonating among Hispanic moms?

Figure 45: Hispanic moms' use of digital music services, indexed to all, April 2017-June 2018

Streaming music services can help keep Hispanic moms bicultural

Figure 46: Hispanic moms' attitudes toward music, by level of acculturation, August 2018

Moms' Dreams for Herself

Hispanic moms' dreams keep their families in mind

Figure 47: Hispanic moms' dreams for herself, indexed to all, August 2018

Figure 48: Hilton Hotels Corporation offer, Acquisition e-mail, October 2018

Balancing individual dreams with family oriented dreams

Age tempers dreams

Figure 49: Hispanic moms' dreams for herself, by age, August 2018

Figure 50: Hispanic moms' dreams for herself, by level of acculturation, August 2018

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

Correspondence analysis methodology

A note about acculturation

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com