

Marketing to Hispanic Millennials - US - June 2019

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"Brands need to harness Hispanic Millennials' influence as they represent one in four US Hispanics and one in five US Millennials. Hispanic Millennials believe in hard work and feel that their efforts will eventually pay off. Brands that understand the motivations that keep them going and the regrets they have so far may be in a better position to reach them with messages that won't be ignored."

- Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- Use traditional gender roles to contextualize success
- Make improvements known
- Embrace what Hispanics value: relationships

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

Overview

Figure 1: Hispanic Millennials – Key statistics, 2018

Top takeaways

The opportunities

Use traditional gender roles to contextualize success

Figure 2: Hispanic Millennials’ attitudes toward success in life, by gender and age, February 2019

Make improvements known

Figure 3: Hispanic Millennials’ perceptions of quality of small vs mass brands, by household income, February 2019

Embrace what Hispanics value: relationships

Figure 4: Share of Hispanic Millennials wishing they had spent more time with friends/community, by household income, employment status and level of education, February 2019

What it means

The Market – What You Need to Know

Hispanic Millennials are likely present in most brands’ core target market

Hispanic Millennials have children

Hispanic Millennials are bilingual, see the benefits of being fluent in English

The individuals behind the numbers

Who Are Hispanic Millennials?

Figure 5: Hispanic Millennials – Key statistics, 2018

Figure 6: Population share, by Hispanic origin, by generation, 2018

Figure 7: Distribution of generations, by race and Hispanic origin, 2018

Hispanic Millennials are parents

Figure 8: Households with related children, by race and Hispanic origin of householder, 2018

Hispanic Millennials are bilingual (with a caveat)

Figure 9: Language Hispanic Millennials speak at home, October 2017-November 2018

Figure 10: Millennials’ household income, by Hispanic origin and language spoken at home, October 2017-November 2018

Market Perspective

Hispanic Millennials want to make their families proud

Figure 11: Hispanic Millennials’ attitudes toward family and self-motivation, February 2019

Hispanic Millennials want to stand out, but not be singled out

Figure 12: Hispanic Millennials’ attitudes toward social interaction, indexed to all, October 2017-November 2018

Hispanic Millennials feel judged

Figure 13: Hispanic Millennials’ attitudes toward appearances, by generation, February 2019

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Figure 14: Hispanic Millennials' attitudes toward appearances, by household income, employment status and level of education, February 2019

Hispanic Millennials have an increasingly diverse group of friends

Figure 15: Hispanic Millennials' friends diversity, by language spoken at home, October 2017-November 2018

Figure 16: Hispanic Millennials' attitudes toward Hispanic heritage at home, by language spoken at home, October 2017-November 2018

Hispanic Millennials have a confidence that should be nurtured

Figure 17: Hispanic Millennials' perception of own enthusiasm, indexed to all, October 2017-November 2018

Market Factors

Low unemployment can give Hispanics confidence to spend

Figure 18: Hispanic unemployment (seasonally adjusted), January 2007-April 2019

Hispanic Millennials' employment categories denote some risks

Figure 19: Hispanic Millennials' occupation, indexed to all, October 2017-November 2018

Can occupation be used in marketing initiatives?

Figure 20: Hispanics' perception of whether what they do for a living defines them, by generation, February 2019

Figure 21: Hispanic Millennials' perception of whether what they do for a living defines them, by language spoken at home, February 2019

Key Players – What You Need to Know

Hispanics can relate to brands that communicate hope

Shopping apps may open the door to Hispanic Millennials' households

Hispanic Millennials' brand loyalty can be shaky

Stay tuned for more music and creative ideas with diverse origins

What's Happening?

There are opportunities to appeal to Hispanic Millennials' hopes

Figure 22: American Express TV ad with Lin-Manuel Miranda, August 2018

Figure 23: McDonald's and Viacom – More in Common: Moving Others video, November 2018

Figure 24: Hispanics' perceptions of the American Dream, by generation, February 2019

Children boost Hispanic Millennials' hopes

Figure 25: H-E-B's "No pasa nada" (it's no big deal) TV commercial, May 2019

Figure 26: Hispanic Millennials' perceptions of the American Dream, by age of children in the household, February 2019

Shopping apps help to increase brand presence

Figure 27: Hispanic Millennials' top smartphone app activities – Past seven days, indexed to all, October 2017-November 2018

Which shopping apps resonate the most?

Figure 28: Safiya Nygaard review of five knockoff tech products from Wish, January 2019

Figure 29: Top shopping apps Hispanic Millennials use – Past seven days, indexed to all, October 2017-November 2018

What Needs to be Handled with Care?

Don't take Hispanic Millennials' brand loyalty for granted

Figure 30: Hispanic Millennials' attitudes toward brands, February 2019

Figure 31: Hispanic Millennials' attitudes toward brands, by gender and age, February 2019

What's Next?

More storytelling through music

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Figure 32: Hispanic Millennials' attitudes toward music, indexed to all Millennials and all Hispanics, October 2017-November 2018

More global collaboration mixed with local knowledge

The Consumer – What You Need to Know

Hispanic Millennials have few complaints about their financial situation

Traditional gender roles put pressure on Hispanic Millennials' search for success

Older Hispanic Millennials' attitudes are shifting

Hispanics divided in perceptions of small vs mass brands

Hispanics' regrets tend to be related to "salud, dinero y amor" (health, money and love)

Current Financial Situation

Hispanic Millennials believe their efforts will eventually pay off

Hispanic Millennials feel okay about their finances

Figure 33: Hispanic Millennials' self-reported current financial situation, indexed to all, February 2019

Younger Hispanic Millennials have to learn to fly solo

Figure 34: Hispanics' self-reported current financial situation, by generation, February 2019

Figure 35: Hispanic Millennials' self-reported current financial situation, by household income, employment status and level of education, February 2019

Success in Life

Framing success

It is about getting ahead, fairness and financial recognition

Figure 36: Hispanic Millennials' attitudes toward success and merit, indexed to all, October 2017-November 2018

Traditional gender roles influence how Hispanic Millennials define success

Figure 37: Honda Argentina commercial – Escape the stereotypes, December 2018

Figure 38: Hispanic Millennials' attitudes toward success in life, by gender and age, February 2019

Higher levels of achievement increase likelihood of dissatisfaction

The grass looks greener on the other side

Figure 39: Hispanic Millennials' attitudes toward success in life, by level of education, February 2019

Figure 40: Hispanic Millennials' attitudes toward success in life, by employment status, February 2019

Down-to-Earth Aspirations

Older Millennials are the bridge between younger and older Hispanics

Figure 41: Hispanics' down-to-earth aspirations, by generation, February 2019

Hispanic Millennial men would drive engagement if they could

Figure 42: T-Mobile Unlimited Plan – Direct mail, September 2018

Figure 43: Hispanic Millennials' down-to-earth aspirations, by gender and age, February 2019

Less-affluent Hispanic Millennials hesitant to dream

Figure 44: Hispanic Millennials' down-to-earth aspirations, by household income, February 2019

Perceptions of Small vs Mass Brands

Hispanics' preference toward small brands comes with age

Figure 45: Hispanics' perceptions of small vs mass brands, by generation, February 2019

Small brands need to go the extra mile to prove their value

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Figure 46: Hispanic Millennials' perceptions of quality of small vs mass brands, by household income, February 2019

Life Reflections

Hispanics' desire for do-overs reflects different lifestages

Figure 47: Hispanics' life reflections, by generation, February 2019

Time away from family hurts

Figure 48: Share of Hispanic Millennials wishing they had spent more time with family, by place of birth, February 2019

As Hispanic Millennials do better, they put things in context

Figure 49: Share of Hispanic Millennials wishing they had spent more time with friends/community, by household income, employment status and level of education, February 2019

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Abbreviations and terms

Abbreviations

Appendix – The Consumer

Figure 50: Hispanic Millennials' occupation, by gender, October 2017-November 2018

Figure 51: Hispanic Millennials' occupation, by household income, October 2017-November 2018

Figure 52: Hispanic Millennials' occupation, by language spoken at home, October 2017-November 2018

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