

Hispanics' Loyalty in Automotive: Incl Impact of COVID-19 - US - April 2020

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"Despite Hispanics being more likely than the average to be planning to buy a car within a year, the COVID-19 outbreak likely prompted them to put those plans on hold overnight. Sales will come nowhere close to original projections. As car brands and dealerships aim to bounce back, they have to become more flexible and client-oriented."

Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- The impact of COVID-19 on Hispanics' loyalty in automotive and purchasing process.
- How Hispanics will approach the automotive post-COVID-19 slowdown
- Hispanics' emotional connection to their cars
- What motivates Hispanics to remain loyal, and what drives them to switch

This Report explores how Hispanics relate to auto brands in regards to loyalty, including attitudinal questions, types and number of vehicles owned, emotional connectors to cars and switching motivators. The Report also includes an analysis of Mintel Trend Drivers influencing Hispanics' behaviors in regards to loyalty in automotive.

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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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