

Marketing to Hispanic Millennials: Incl Impact of COVID-19 - US - June 2020

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“COVID-19 has been very disruptive to Hispanic Millennials. The fact that the majority of Hispanic households experienced some loss of income likely had an even greater negative effect on Hispanic Millennials’ path toward feeling successful and having the material assets to prove it.”

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

This report looks at the following areas:

- The impact of COVID-19 on marketing to Hispanic Millennials
- How the COVID-19 recession will affect Hispanic Millennials
- How Hispanic Millennials define success
- The importance of Spanish language in authenticity

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