

Marketing to Hispanic Moms: Incl Impact of COVID-19 - US - September 2020

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“COVID-19 has disrupted Hispanic moms’ lives, bringing uncertainty for the future. In response, Hispanic moms are taking control of what they can to protect their families. Beyond COVID-19, Hispanic moms have high expectations about their children’s future.”

Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

This Report looks at the following areas:

- Hispanic moms will face increasing pressure to work outside the home
- Education is a top priority.
- Hispanic moms want to walk the walk
- Hispanic moms’ hopes are balanced with fear.

Hispanic moms represent a significant opportunity as they number nearly 8 million, are relatively young and manage larger households. COVID-19 significantly disrupted Hispanic moms’ lives, yet it also empowered them to rise to the occasion. They are proactively protecting their families by stepping up their cleaning efforts in the home and increasing their focus on value. Marketers aiming to reach Hispanic moms need to consider topics around their identity as mothers, high expectations for their children, wanting a sense of control over their children’s online activities, desire for prevention (ie putting “guardrails” in place for their children), the importance of education and hope for the future.

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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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