

Marketing to Hispanic Moms - US - 2021

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The impact of COVID-19 on Hispanic moms' activities
- The level of influence of the Hispanic and American cultures in various aspects of Hispanic moms' lives
- How Hispanic moms approach their jobs (if they work) and staying-at-home (if they are stay-at-home moms)
- How Hispanic moms approach back-to-school shopping and which factors influence their purchase decisions when shopping for their children



“To connect with Hispanic moms, brands need to offer support and encouragement, keeping in mind that Hispanic culture is a significant component of a Hispanic mom's identity.”

– Juan Ruiz, Director Hispanic Insights

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