

Hispanics: Online Shopping Behaviors - US - May 2021

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- What is the impact of COVID-19 on Hispanics and online shopping?
- How do unique segments of Hispanics approach online shopping and opportunities for brands?
- Which categories are successfully engaging Hispanic online shoppers?
- What motivates Hispanics to shop online and what are the top pain points brands need to address?

While the percentage of Hispanics who shop online is growing at twice the rate of the population as a whole, there are still some factors – including trust issues – creating friction. Because the internet enables consumers to compare prices and products quickly, online purchases are price-driven, making it challenging for brands online to create differentiation and compete beyond price. However, Hispanics differ from average US consumers in how they discover products, giving lesser-known brands a chance to stand out. In addition to Amazon and mass merchandisers, Hispanics rely on social media and influencers to learn about products.



“For brands to excel in selling online to Hispanics, it is critical that they make their abstract offering more tangible. They can achieve that by proactively reaching out to Hispanic online shoppers. Hispanics want to engage with brands; they want to learn about their products, and they want brands to follow up with them after a purchase.”

– Juan Ruiz, Director of Hispanic Insights

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Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Definition
- Market context
- Economic and other assumptions
- COVID-19: US context

EXECUTIVE SUMMARY

- Top takeaways
- Market overview
- Hispanics potentially contributed 15% to online shopping spending in 2020
- Impact of COVID-19 on Hispanics and online shopping
Figure 1: Short-, medium- and long-term impact of COVID-19 on Hispanics and online shopping, May 2021
- Opportunities and challenges
- Three segments of Hispanic online shoppers have doubts that retailers can address
Figure 2: Hispanic online shopping attitudes segments, January 2021
- Online shopping puts price front and center
Figure 3: Hispanics' top reasons for abandoning the online shopping cart, indexed to all, January 2021
- Address issues that hinder trust
- Allow guests to purchase from the site
Figure 4: Hispanics' online shopping top frustrations, indexed to all, January 2021
- Make impulse shopping less risky and more convenient
Figure 5: Attitudes toward online shopping – Impulse shopping, January 2021

THE HISPANIC OPPORTUNITY – KEY TAKEAWAYS

- Population characteristics point to a significant Hispanic opportunity
- Hispanics own about 15% of ecommerce sales
- COVID-19 has a dual impact on Hispanics ability to shop online
- Hispanics' payment methods offer less protection

What's included

- Executive Summary
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THE HISPANIC OPPORTUNITY

- **Hispanics have the right demographics to drive future ecommerce growth**

Figure 6: US population, by race and Hispanic origin, 2016-26

Figure 7: Number of US households, by race and Hispanic origin of householder, 2010 and 2020

Figure 8: Hispanic share of the US population, by age, 2021

Figure 9: Average number of people per US household, by race and Hispanic origin, 2020

MARKET VALUE INDICATORS

- **Hispanics potentially accounted for 15% of online shopping spending in 2020**

Figure 10: Incidence of ordering merchandise or services online, by Hispanic origin, 2016-2020

- **Impact of COVID-19 on Hispanics and online shopping**
- **Immediate impact (2020)**
- **Short term (2021)**
- **Recovery (2022-25)**
- **Learnings from the Great Recession**

MARKET FACTORS

- **Hispanics are less likely to pay with credit cards**

Figure 11: Payment methods Hispanics use for online purchases, indexed to all, November 2019-November 2020

Figure 12: Hispanics' credit and debit/ATM card ownership, indexed to all, November 2019-November 2020

- **Hispanics feel they know where to get the best value**
- **Package theft is on the rise**

COMPANIES AND BRANDS – KEY TAKEAWAYS

- **Brands use several tools to increase their visibility**
- **Retailers use memberships to strengthen their relationships**
- **Omnichannel meets several needs**
- **Hispanics offer brands several opportunities for engagement**

COMPETITIVE STRATEGIES

- **Product discovery**
- **Partnering with mass merchandisers is critical to reach Hispanics**
- **Increasing visibility through social media**
- **Using retailer apps and couponing apps to nurture existing relationships**

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Figure 13: Shopping starting points, by race and Hispanic origin, indexed to all, May 2020

- **Memberships**
- **Leveraging omnichannel**

MARKET OPPORTUNITIES

- **Engage with Hispanics in social media**
Figure 14: Hispanics' social media use – Daily, indexed to all, January 2021
- **Share knowledge**
Figure 15: Beauty-related content sought online, by race and Hispanic origin, indexed to all, August 2020
- **Follow up on sales – Hispanics are counting on it**
Figure 16: Desired post-purchase contact, by race and Hispanic origin, indexed to all, May 2020
- **Make customer service visible**
- **Give Hispanics the option of using Spanish**

THE CONSUMER – KEY TAKEAWAYS

- **Attitudinal factors influence Hispanics' approach to online shopping**
- **Hispanics have experience shopping online**
- **Hispanics overindex for shopping with smartphones**
- **Hispanics are shopping for clothing and electronics online**
- **Online retailers must provide convenience to compete**
- **Shipping is key**
- **Hispanics are less likely to second guess purchases**
- **Details matter**
- **Hispanics' attitudes toward online shopping raises some flags**

ONLINE SHOPPING ATTITUDINAL SEGMENTS

- **There are four ways Hispanics approach online shopping**
Figure 17: Hispanic online shopping attitudes segments, January 2021
- **Online Shopping Embracers (39%)**
Figure 18: Profile of Online Shopping Embracers, January 2021
- **Online Shopping Doubters (21%)**
Figure 19: Profile of Online Shopping Doubters, January 2021
- **Overthinkers (18%)**
Figure 20: Profile of Overthinkers, January 2021
- **Physical Shoppers (21%)**
Figure 21: Profile of Physical Shoppers, January 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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ONLINE SHOPPING FREQUENCY

- Household income impacts online shopping frequency**

Figure 22: Hispanics' online shopping frequency, indexed to all, January 2021

Figure 23: Hispanics' online shopping frequency, by online shopping attitudinal segments, January 2021

Figure 24: Hispanics' online shopping frequency, by age, January 2021

Figure 25: Hispanics' online shopping frequency, by household income, January 2021

DEVICES USED FOR ONLINE SHOPPING

- Hispanics shop online with smartphones**

Figure 26: Devices Hispanics use for online shopping, indexed to all, January 2021

Figure 27: Devices Hispanics use for online shopping, by age, January 2021

CATEGORIES SHOPPED ONLINE

- Clothing and electronics drive Hispanics' online purchases**

Figure 28: Categories Hispanics shop for online, January 2021

Figure 29: Categories Hispanics shop for online, by online shopping attitudinal segments, January 2021

Figure 30: Categories Hispanics shop for online, by online shopping frequency, January 2021

Figure 31: Categories Hispanics shop for online, by gender and age, January 2021

KEY ELEMENTS OF ECOMMERCE

- Engaged Hispanic online shoppers consider convenience a given**

Figure 32: Key elements of eCommerce

Figure 33: Importance of key elements to Hispanics when shopping online, indexed to all, January 2021

Figure 34: Importance of key elements to Hispanics when shopping online, by online shopping attitudinal segments, January 2021

Figure 35: Importance of key elements to Hispanics when shopping online, by age, January 2021

ONLINE SHOPPING MOTIVATORS

- Shipping policies are the key determinant – free and fast are in demand**

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Executive Summary

Full Report PDF

Infographic Overview

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Interactive Databook

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Figure 36: Hispanics' online shopping motivators, January 2021

Figure 37: TURF analysis – Hispanics' online shopping motivators, January 2021

Figure 38: Hispanics' online shopping motivators, by online shopping frequency, January 2021

REASONS FOR ABANDONING THE ONLINE SHOPPING CART

- Hispanics are more likely to follow through with a purchase once they've started the process**

Figure 39: Hispanics' reasons for abandoning the online shopping cart, indexed to all, January 2021

Figure 40: Hispanics' reasons for abandoning the online shopping cart, by online shopping attitudinal segments, January 2021

Figure 41: Hispanics' reasons for abandoning the online shopping cart, by gender and age, January 2021

ONLINE SHOPPING FRUSTRATIONS

- Trust is fragile**

Figure 42: Hispanics' online shopping frustrations, indexed to all, January 2021

Figure 43: Hispanics' online shopping frustrations, by online shopping attitudinal segments, January 2021

Figure 44: Hispanics' online shopping frustrations, by age, January 2021

Figure 45: Hispanics' online shopping frustrations – Not having descriptions in Spanish, by language spoken at home, January 2021

ATTITUDES TOWARD ONLINE SHOPPING

- Hispanics expect shipping to be free**

Figure 46: Attitudes toward online shopping – Value, January 2021

Figure 47: Attitudes toward online shopping – Value, by online shopping attitudinal segments, January 2021

- Online shopping eliminates impulsive shopping**

Figure 48: Attitudes toward online shopping – Experiences, January 2021

Figure 49: Attitudes toward online shopping – Experiences, by online shopping attitudinal segments, January 2021

- Moderate trust hinders more online shopping**

Figure 50: Attitudes toward online shopping – Trust, January 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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Figure 51: Attitudes toward online shopping – Trust, by online shopping attitudinal segments, January 2021

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Sales data**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**
- **Terms**

APPENDIX – THE MARKET

Figure 52: US households with related children under 18 in the household, by race and Hispanic origin of householder, 2020

Figure 53: Median US household income, by race and Hispanic origin of householder, 2019

Figure 54: US household income distribution, by race and Hispanic origin of householder, 2019

APPENDIX – THE CONSUMER

Figure 55: Table – TURF analysis – Hispanics' online purchasing motivations, January 2021

- **TURF methodology**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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