

Hispanics and Symbols of Identity - US - 2023

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This report looks at the following areas:

- How Hispanics define their identity
- How Hispanics will feel seen and heard
- Areas used to express their individuality
- How physical appearance is used to express their identity
- The role confidence and empowerment play in identity expression

Hispanics see themselves as multifaceted individuals with a rich cultural heritage that should not overshadow their individual skill sets and talents. They want to be fully seen by brands, and successful representation will capture the dynamics of the Latino experience through images and values that go beyond limiting sets of implications.

Latinos are devoted to the people they hold dear and the activities they like to do, as 44% of Hispanics use the people they surround themselves with, their hobbies, and activities to express their individuality and personality. Coming out of the years of COVID-19 restrictions, Hispanics are looking to reconnect to the things they love and are passionate about, and brands are uniquely positioned to cater to consumers' desires for connection and reinvention.



“Individuals see themselves as much more than their culture or physical traits when it comes to defining who they are. Their activities, skills, talents, and family roles are just as important as their heritage and community when it comes to expressing their identity.”

– **Stefanie Kundakjian,**
Multicultural Consumer
Insights Analyst, Hispanic
Focus

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