

## Hispanics and Retail - US - December 2013

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“Hispanics are social shoppers. They often shop with family and friends. It is therefore not surprising that recommendations from friends and family are the single most influential factor for Hispanic buyers. Though obviously neither friends nor family, marketers have an opportunity to replicate the influence of kin through experienced sales staff and engaging social media.”  
 – Susan Menke, Category Manager, Multicultural

### This report looks at the following areas:

- Hispanics want recommendations from family/friends, but is that all?
- With the dominance of discount retailers, where can others stand out?
- Traditional ads are less effective for electronics than other retail products\

Hispanics are a large and fast-growing population who have many retail needs. Because the Hispanic population is a diverse group with a varied set of attitudes about retail shopping, there is a tremendous opportunity for marketers who can meet the specific needs of these consumers.

#### Readers of this report will learn:

- Important demographics of the Hispanic consumer, including how varying levels of acculturation and income affect purchasing behavior.
- Where and why Hispanics shop and the types of products and services they are shopping for.
- Where Hispanics plan to purchase certain products in the next 12 months.
- The factors that influence Hispanic consumers' buying decisions.
- The influence that promotions have on Hispanic shopping choices.
- Marketing strategies that are most effective for Hispanic retail consumers.

This report builds on the analysis presented in Mintel's *The Hispanic Retail Report: Household, Electronics, Apparel, Grocery and Personal Care—US, March 2011*, *The Hispanic Apparel and Footwear Consumer—US, November 2013*, and *Hispanics and Personal Care—US, January 2013*.

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### DID YOU KNOW?

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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Insight: embrace social media and digital recommendations

### Trend Applications

Trend: Return to the Experts

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