

Hispanic Consumers and Online Shopping - US - May 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Hispanics shop on sites that they trust, so the challenge to retailers is to build that trust by offering honest product descriptions, straightforward shipping process, and a fair price. As long as retailers can deliver what they promise, without any unexpected surprises along the way, they may move into Hispanics' comfort zones, giving them a 'home advantage' in these situations.”

– Juan Ruiz, Senior Multicultural Analyst

This report looks at the following areas:

To translate or not to translate; that's the question
Price comparisons online are on the rise
Hispanics spread news of good deals online

Hispanics are the largest and fastest-growing minority group in the US with a purchasing power projected to increase dramatically in the next five years. While their internet usage increased significantly in the past few years, Hispanics still lag behind, overall, in online shopping. As Hispanics become more acculturated, their attitudes toward online shopping tend to grow more positive. However, Hispanics' preference to buy in physical stores, some degree of distrust, as well as an aversion to paying shipping fees are some of the barriers that online retailers face when targeting Hispanics.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
oxygen@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Hispanic Consumers and Online Shopping - US - May 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Scope and Themes

What you need to know
 Data sources
 Expenditure data
 Consumer survey data

Executive Summary

As acculturation increases, so does Hispanics' likelihood to shop online

Figure 1: Past three month incidence of shopping online, by Hispanic origin and languages spoken in home, April 2013-December 2013

Personal computers...sure, but smartphones and tablets, too

Figure 2: Devices used to access the internet by Hispanics – Past three months, February 2014

English is preferred to go online

Figure 3: Hispanics' preferred language online, November 2012-December 2013

Hispanics are shopping online more than a year ago

Figure 4: Hispanics' online shopping behavior change, by household income, February 2014

Apparel, toys, games, household electronics, and footwear are appealing

Figure 5: Hispanics' online purchases and consideration, February 2014

Spanish-dominant Hispanics still tremble using payment cards online

Figure 6: Hispanics' attitudes toward online shopping – Payment Methods, by language spoken in home, February 2014

Lack of trust is a barrier to online shopping

Figure 7: Barriers for Hispanics to online shopping, February 2014

Price comparisons are on the rise

Figure 8: Hispanics' attitudes toward online shopping – Price comparison, by household income, February 2014

Get in the zone – the comfort zone

Figure 9: Hispanics' attitudes toward online shopping – familiarity with online shopping, by language spoken at home, February 2014

Convenience and price are key drivers to online shopping

Figure 10: Attitudes toward online shopping, February 2014

What we think

Issues and Insights

To translate or not; that's the question

The issues:

The implications:

Price comparisons are on the rise

The issues:

The implications:

Hispanics spreading the good news

The issues:

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: oxygen@mintel.com

Hispanic Consumers and Online Shopping - US - May 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The implications:

Trend Applications

Trend: Sense of the Intense

Trend: FSTR HYPR

Mintel Futures: Access Anything, Anywhere

Innovations and Innovators

Nike – Paying for products with kilometers run

Figure 11: Nike “Subasta de Kilometros” video, July 2012

IKEA augmented reality

Figure 12: Place IKEA furniture in your home with augmented reality video, July 2013

Amazon Dash

Figure 13: Amazon Dash, website with description and video, April 2014

Clothia's virtual fitting room

Figure 14: Clothia demo video, April 2014

Marketing Strategies

Theme: Relevant Messages

AT&T and Samsung Galaxy Note – Nuestra Belleza Latina

Figure 15: AT&T online banner for Nuestra Belleza Latina, April 2014

Theme: Get attention, engage, and call to action

Clorox – Diaper change

Figure 16: Clorox online banner, April 2014

Theme: Being part of Hispanics' entertainment

Target – Bullseye and the 2014 Billboard Latin Music Awards

Figure 17: Telemundo's 2014 Billboard Latin Music Awards coverage with Bullseye from Target, April 2014

Theme: Spanish or not Spanish

Best Buy – Reaching Hispanics in any language

Figure 18: Best Buy English- and Spanish-language websites, April 2014

Social Media – Hispanics and Online Shopping

Key findings

Market overview

Key social media metrics

Figure 19: Key social media metrics, May 1, 2012-April 30, 2014

Brand usage and awareness

Figure 20: Hispanics' brand usage and awareness for selected online retailers, February 2014

Interactions with retailers

Figure 21: Hispanics' interactions with online retailers, February 2014

Leading online campaigns

Webisodes

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

Hispanic Consumers and Online Shopping - US - May 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

TV sponsorships

Hispanic-focused websites and social media pages

What we think

Online conversations

Figure 22: Spanish-language conversations around selected online retailers, by month, May 1, 2012-April 30, 2014

Where are people talking about retailers?

Figure 23: Spanish-language conversations around selected online retailers, by page type, May 1, 2012-April 30, 2014

What are people talking about?

Figure 24: Unbranded Spanish-language topics of conversations surrounding online shopping, May 1, 2012-April 30, 2014

The Hispanic Online Shopping Market

Key points

Online shopping incidence increases with acculturation

Figure 25: Past three month incidence of shopping online, by Hispanic origin and languages spoken in home, April 2013-December 2013

Hispanic online shoppers tend to be younger

Figure 26: Hispanics' past three month incidence of shopping online, by age, April 2013-December 2013

Hispanics use different devices to access the internet

Figure 27: Devices Hispanics used to access the internet in the past three months, February 2014

Smartphones are common among younger Hispanics

Figure 28: Devices Hispanics used to access the internet in the past three months, by age, February 2014

English is preferred online

Figure 29: Hispanics' preferred language online, November 2012-December 2013

Figure 30: Hispanics' Preferred language online, by language spoken in home, November 2012-December 2013

A note about translations

Hispanics are shopping online more than they were a year ago

Figure 31: Hispanics' online shopping behavior change, by household income, February 2014

Bilingual Hispanics are growing and buying more

Figure 32: Hispanics' online shopping behavior change, by language spoken in home, February 2014

Hispanics looking for bargains online

Figure 33: Hispanics' online shopping behavior change – purchasing more, spending more, by household income, February 2014

Figure 34: Hispanics' online shopping behavior change – purchasing more, spending more, by language spoken at home, February 2014

Online purchases and consideration

Figure 35: Hispanics' online purchases and consideration, February 2014

Hispanic men more open to buying online

Figure 36: Hispanics' online purchases and consideration – Any interest, by gender, February 2014

Using payment cards online is not easy for Spanish-dominant Hispanics

Figure 37: Hispanics' attitudes toward online shopping – Payment methods, by language spoken in home, February 2014

With higher income comes increasing confidence

Figure 38: Hispanics' attitudes toward online shopping, by household income, February 2014

Barriers to Online Shopping

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

Hispanic Consumers and Online Shopping - US - May 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Key points

Lack of trust is a barrier to online shopping

Figure 39: Barriers for Hispanics to online shopping, February 2014

Shipping fees aren't welcomed

Figure 40: Barriers for Hispanics to online shopping, by age, February 2014

Lack of Spanish translations is not a significant barrier

Figure 41: Barriers for Hispanics to online shopping, by language spoken in home, February 2014

General Attitudes toward Shopping

Key points

Low prices attract – use them as a magnet

Figure 42: Hispanics' attitudes toward shopping (deal seeking) – Any agree, by age, February 2014

Figure 43: Hispanics' attitudes toward shopping (deal seeking) – Any agree, by household income, February 2014

Price comparisons are on the rise

Figure 44: Hispanics' attitudes toward online shopping – Price comparison, by household income, February 2014

Figure 45: Hispanics' attitudes toward online shopping – Price comparison, by language spoken in home, February 2014

Good deals are always shared

Figure 46: Hispanics' attitudes toward shopping (influentials) – Any agree, by age, February 2014

Figure 47: Hispanics' attitudes toward shopping (influentials) – Any agree, by language spoken in home, February 2014

Trying new products with a caveat

Figure 48: Hispanics' attitudes toward shopping (brand loyalty) – Any agree, by age, February 2014

Figure 49: Hispanics' attitudes toward shopping (brand loyalty) – Any agree, by language spoken in home, February 2014

Good service adds value to the shopping experience

Figure 50: Hispanics' attitudes toward shopping (service/experience) – Any agree, by gender, February 2014

Figure 51: Hispanics' attitudes toward shopping (service/experience) – Any agree, by age, February 2014

Figure 52: Hispanics' attitudes toward shopping (service/experience) – Any agree, by language spoken in home, February 2014

Hispanic men and women enjoy shopping online similarly

Figure 53: Hispanics' attitudes toward shopping (shopaholics) – Any agree, by gender, February 2014

Figure 54: Hispanics' attitudes toward shopping (shopaholics) – Any agree, by age, February 2014

Figure 55: Hispanics' attitudes toward shopping (shopaholics) – Any agree, by household income, February 2014

Figure 56: Hispanics' attitudes toward shopping (shopaholics) – Any agree, by language spoken in home, February 2014

Attitudes toward Online Shopping

Key points

Get in the zone – the comfort zone

Figure 57: Hispanics' attitudes toward online shopping – familiarity with online shopping, by language spoken at home, February 2014

Higher income doesn't diminish the preference for familiar places significantly

Figure 58: Hispanics' attitudes toward online shopping – familiarity with online shopping, by household income, February 2014

Convenience and price drive online shopping

Figure 59: Hispanics' attitudes toward online shopping, February 2014

Convenience becomes more evident among English-dominant Hispanics

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Hispanic Consumers and Online Shopping - US - May 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 60: Hispanics' attitudes toward online shopping, by language spoken in home, February 2014

As income increases, attitudes toward online shopping also improve

Figure 61: Hispanics' attitudes toward online shopping, by household income, February 2014

Effectiveness of Online Advertisements

Key points

Spanish-dominant Hispanics more open to online advertising

Figure 62: Effectiveness of online advertisements, by Hispanic origin and language spoken in home, November 2012-December 2013

Email ads offer opportunities among younger Hispanics

Figure 63: Effectiveness of online advertisements among Hispanics, by age, November 2012-December 2013

Demographic Profile of US Hispanics

Key points

Population trends

Figure 64: Population by race and Hispanic origin, 2009-19

Figure 65: Population, by race and Hispanic origin, 1970-2020

Figure 66: Asian, Black, and Hispanic populations, 1970-2020

Hispanic share of births

Figure 67: Distribution of births, by race and Hispanic origin of mother, 2002-12

The Hispanic and total US population by age

Figure 68: Hispanic share of the population, by age, 2009-19

The Hispanic and total US population by gender

Figure 69: Population, by gender and Hispanic origin, 2009-19

Figure 70: Age distribution of women, by Hispanic origin, 2014

Figure 71: Age distribution of men, by Hispanic origin, 2014

Characteristics

Marital status

Figure 72: Marital status of people aged 18 or older, by race and Hispanic origin, 2013

Figure 73: Marital status of Hispanics, by age, 2013

Figure 74: Gender ratio, by age and Hispanic origin, 2014

Household size

Figure 75: Average household size and average number of adults and children in households, by race and Hispanic origin, 2013

Children in the household

Figure 76: Households, by presence and ages of own children, 2013

Generations

Figure 77: Generations, by Hispanic origin, 2014

Figure 78: Distribution of generations by race and Hispanic origin, 2014

Hispanics by country of origin/heritage

Figure 79: Hispanic population, by country of origin/heritage

Mexicans (63% of US Hispanics)

Figure 80: Number of tortilla-related products launched per year in the US, 1996-2013

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

Hispanic Consumers and Online Shopping - US - May 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Puerto Ricans (9% of US Hispanics)

Cubans (4% of US Hispanics)

Dominicans (3% of US Hispanics)

Central Americans (8% of US Hispanics)

South Americans (5% of US Hispanics)

Figure 81: US Hispanic population, by country of origin/heritage, 2000-10

Figure 82: Largest* Hispanic groups, by region, by country of origin/ancestry, 2010

Hispanics by geographic concentration

Figure 83: Hispanic population, by region of residence, 2000-10

Figure 84: Hispanic or Latino population as a percent of total population by county, 2010

States with the most Hispanic population growth

Figure 85: States ranked by change in Hispanic population, 2000-10

Figure 86: Percent change in Hispanic or Latino population by county, 2000-10

Key Hispanic metropolitan areas

Figure 87: Metropolitan areas with the largest number of Hispanic residents, by country of origin/ancestry, 2010

Hispanics online

Figure 88: Internet use among Hispanics aged 18+, 2013

Acculturation

What is acculturation?

Figure 89: Acculturation diagram

Figure 90: Variables that affect acculturation

Why is level of acculturation important?

Levels of acculturation

Figure 91: Characteristics of primary acculturation levels

What is retroacculturation?

Buying Power of US Hispanics

Key points

Hispanics' purchasing power growth between 1990 and 2018 is projected to be 666%

Figure 92: Purchasing power, by race/Hispanic origin, 1990-2018

Figure 93: Purchasing power, by race/Hispanic origin, 1990-2018

Figure 94: Top 10 states ranked by share of Hispanic buying power, rank by Hispanic share of buying power by state, 2013

Figure 95: Top 10 states ranked by Dollar amount of Hispanic buying power, 2013

US household income distribution

Figure 96: Median household income, by race and Hispanic origin of householder, 2012

Appendix – Other Useful Consumer Tables

Devices used to access the internet

Figure 97: Hispanics' ownership or access to internet-equipped devices, by household income, February 2014

Figure 98: Devices Hispanics used to access the internet in the past three months, by gender, February 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Hispanic Consumers and Online Shopping - US - May 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 99: Devices Hispanics used to access the internet in the past three months, by language spoken in home, February 2014

Hispanics' online shopping behavior change

Figure 100: Hispanics' online shopping behavior change, by gender, February 2014

Figure 101: Hispanics' online shopping behavior change, by age, February 2014

Figure 102: Hispanics' online shopping behavior change, by language spoken in home, February 2014

Online purchases and consideration

Figure 103: Hispanics' online purchases and consideration – Any interest, by age, February 2014

Figure 104: Hispanics' online purchases and consideration – Any interest, by household income, February 2014

Figure 105: Hispanics' Online purchases and consideration – Any interest, by language spoken in home, February 2014

Barriers to online shopping

Figure 106: Barriers for Hispanics to online shopping, by gender, February 2014

Figure 107: Barriers for Hispanics to online shopping, by household income, February 2014

Hispanics' attitudes toward shopping

Figure 108: Hispanics' attitudes toward shopping, by gender, February 2014

Figure 109: Hispanics' attitudes toward shopping, by age, February 2014

Figure 110: Hispanics' attitudes toward shopping, by household income, February 2014

Figure 111: Hispanics' attitudes toward shopping, by language spoken in home, February 2014

Attitudes toward online shopping

Figure 112: Hispanics' attitudes toward online shopping, by gender, February 2014

Figure 113: Hispanics' attitudes toward online shopping, by age, February 2014

Figure 114: Hispanics' attitudes toward online shopping – familiarity, price comparison, payment method, by gender, February 2014

Figure 115: Hispanics' attitudes toward online shopping – familiarity, price comparison, payment method, by age, February 2014

Figure 116: Hispanics' attitudes toward online shopping – familiarity, price comparison, payment method, by household income, February 2014

Figure 117: Hispanics' attitudes toward online shopping – familiarity, price comparison, payment method, by language spoken in home, February 2014

Appendix – Social Media – Hispanics and Online Shopping

Brand usage or awareness

Figure 118: Brand usage or awareness, February 2014

Figure 119: BestBuy.com usage or awareness, by demographics, March 2014

Figure 120: Walmart.com usage or awareness, by demographics, February 2014

Figure 121: OldNavy.com usage or awareness, by demographics, February 2014

Figure 122: Kohls.com usage or awareness, by demographics, February 2014

Figure 123: Kmart.com usage or awareness, by demographics, February 2014

Figure 124: Sears.com usage or awareness, by demographics, February 2014

Activities done

Figure 125: Activities done, February 2014

Figure 126: BestBuy.com – Activities done – I have looked up/talked about this brand online on social media, by demographic, February 2014

Figure 127: BestBuy.com – Activities done – I have contacted/interacted with the brand online on social media to..., by demographic, February 2014

Figure 128: BestBuy.com – Activities done – I follow/like the brand on social media because..., by demographic, February 2014

Figure 129: BestBuy.com – Activities done – I have researched the brand on social media to..., by demographic, February 2014

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

Hispanic Consumers and Online Shopping - US - May 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Figure 130: Walmart.com – Activities done – I have looked up/talked about this brand online on social media, by demographics, February 2014
 Figure 131: Walmart.com – Activities done – I have contacted/interacted with the brand online on social media to..., by demographics, February 2014
 Figure 132: Walmart.com – Activities done – I follow/like the brand on social media because..., by demographics, February 2014
 Figure 133: Walmart.com – Activities done – I have researched the brand on social media to..., by demographics, February 2014
 Figure 134: OldNavy.com – Activities done – I have looked up/talked about this brand online on social media..., by demographics, February 2014
 Figure 135: OldNavy.com – Activities done – I have contacted/interacted with the brand online on social media to..., by demographics, February 2014
 Figure 136: OldNavy.com – Activities done – I follow/like the brand on social media because..., by demographics, February 2014
 Figure 137: OldNavy.com – Activities done – I have researched the brand on social media to..., by demographics, February 2014
 Figure 138: Kohls.com – Activities done – I have looked up/talked about this brand online on social media..., by demographics, February 2014
 Figure 139: Kohls.com – Activities done – I have contacted/interacted with the brand online on social media to..., by demographics, February 2014
 Figure 140: Kohls.com – Activities done – I follow/like the brand on social media because..., by demographics, February 2014
 Figure 141: Kohls.com – Activities done – I have researched the brand on social media to..., by demographics, February 2014
 Figure 142: Kmart.com – Activities done – I have looked up/talked about this brand online on social media..., by demographics, February 2014
 Figure 143: Kmart.com – Activities done – I have contacted/interacted with the brand online on social media to..., by demographics, February 2014
 Figure 144: Kmart.com – Activities done – I follow/like the brand on social media because..., by demographics, February 2014
 Figure 145: Kmart.com – Activities done – I have researched the brand on social media to..., by demographics, February 2014
 Figure 146: Sears.com – Activities done – I have looked up/talked about this brand online on social media..., by demographics, February 2014
 Figure 147: Sears.com – Activities done – I have contacted/interacted with the brand online on social media to..., by demographics, February 2014
 Figure 148: Sears.com – Activities done – I follow/like the brand on social media because..., by demographics, February 2014
 Figure 149: Sears.com – Activities done – I have researched the brand on social media to..., by demographics, February 2014

Key social media metrics

- Figure 150: Key social media metrics – Walmart.com, April 2014
 Figure 151: Key social media metrics – Sears.com, April 2014
 Figure 152: Key social media metrics – BestBuy.com, April 2014
 Figure 153: Key social media metrics – Kmart.com, April 2014
 Figure 154: Key social media metrics – Kohls.com, April 2014
 Figure 155: Key social media metrics – OldNavy.com, April 2014

Online conversations

- Figure 156: Spanish-language conversations around selected online retailers, by month, May 1, 2012-April 30, 2014
 Figure 157: Spanish-language conversations around selected online retailers, by page type, May 1, 2012-April 30, 2014
 Figure 158: Unbranded Spanish-language topics of conversations surrounding online shopping, May 1, 2012-April 30, 2014

Appendix – Trade Associations

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: oxygen@mintel.com