

Digital Trends - Hispanics - US - May 2017

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"While Hispanics have an arsenal of consumer electronics, smartphones and laptop computers are the must-haves. These devices enable Hispanics to communicate with friends and family, navigate their surroundings, and consume content."

Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- **Less-affluent Hispanics stay with "core" consumer electronics**
- **The growing popularity of laptops**
- **Different online activities call for different devices**

In addition to these two devices, Hispanics show higher purchase intent for most consumer electronics when compared to all US consumers. Still, with so many options to choose from and with models changing quickly, it is up to brands to help Hispanics move from intention to purchase.

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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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Opportunities

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Source: Simmons Research, Fall 2016 NHCS Adult Study 12-Month. Copyright: [2017] Simmons Research, Inc. All rights reserved/Mintel.

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- More focus on mobile
- More focus on content/experience

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- Smartphones and laptop computers take priority
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