

# Hispanics and Shopping for Household Care Products - US - October 2019

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## This report looks at the following areas:

- Household paper products
- Home laundry products
- Household surface cleaners
- Dishwashing products

Hispanics tend to be more open to try lesser-known and natural/eco-friendly brands. However, for these brands to move Hispanics from interest to action, they must prove that the products perform just as well, and at a similar price point.



"Because household care categories have reached maturity, brands have limited opportunities for differentiation and organic growth. In such competitive markets, traditional/mainstream brands are holding their turf. Less known brands wanting to change this dynamic may find fertile ground in the Hispanic market."

**Juan Ruiz, Director of**

**Hispanic Insights**

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