



# Hispanics and Shopping at Mass Merchandisers - US - February 2020

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## This report looks at the following areas:

- Walmart and Target matter – reason #1 – Access
- Walmart and Target matter – reason #2 – Private labels
- Hispanics dread the checkout process



"Hispanics almost universally shop at mass merchandisers; Walmart and Target are far ahead of the rest. Hispanics associate Walmart with good value and a vast product selection, while a pleasant store environment is more top-of-mind for Target. Mass merchandisers continue to adapt to modern consumers' needs in order to ensure broad appeal for all types of shoppers."

- Juan Ruiz, Director of

Hispanic Insights  
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