



momentum

A ONE-SIZE-FITS-ALL HISPANIC CONSUMER DOESN'T EXIST



The US Hispanic market
is complex and constantly
evolving.





HERITAGE AND CULTURE PLAY AN IMPORTANT ROLE IN SELF-IDENTIFICATION

90%

of Hispanics agree that they like to connect with their heritage.






HISPANIC VALUES ARE ROOTED IN HARD WORK AND COMMUNICAL CONNECTIVITY...

84%

would prefer to support local businesses over
a national retailer.





HISPANICS ARE INFLUENCED BY OTHER HISPANICS

79%

believe it is important for brands to endorse celebrities, athletes, and influencers who are of a similar heritage as them.





HEALTH AND WELL-BEING IS A PRIORITY

83%

of Hispanic consumers say their health and well-being is a priority, however over **1/3** cite access to healthcare being one of the biggest issues facing the hispanic community.

