

Chapter 1 : The U.S. Hispanic Market: Looking to the Future, 4th Edition : Market Research Report

The Hispanic market has traditionally been defined by most marketers as the growing population of foreign-born immigrants in the U.S. who have emigrated from Spanish-speaking Latin American.

Muslims are the fastest-growing religious group in the world. The growth and regional migration of Muslims, combined with the ongoing impact of the Islamic State in Iraq and Syria (ISIS) and other extremist groups that commit acts of violence in the name of Islam, have brought Muslims and the Islamic faith to the forefront of the political debate in many countries. Yet many facts about Muslims are not well known in some of these places, and most Americans who live in a country with a relatively small Muslim population say they know little or nothing about Islam. Here are answers to some key questions about Muslims, compiled from several Pew Research Center reports published in recent years: How many Muslims are there? Where do they live? Indeed, if current demographic trends continue, the number of Muslims is expected to exceed the number of Christians by the end of this century. How many Muslims are there in the United States? A survey of Muslim Americans, which was conducted in English as well as Arabic, Farsi and Urdu, estimated that there were 1. That survey also found that a majority of U.S. Muslims are young. Our demographic projections estimate that Muslims will make up 2. Why is the global Muslim population growing? There are two major factors behind the rapid projected growth of Islam, and both involve simple demographics. For one, Muslims have more children than members of other religious groups. Around the world, each Muslim woman has an average of 3. Muslims are also the youngest median age of 23 years old in of all major religious groups, seven years younger than the median age of non-Muslims. As a result, a larger share of Muslims already are, or will soon be, at the point in their lives when they begin having children. This, combined with high fertility rates, will fuel Muslim population growth. While it does not change the global population, migration is helping to increase the Muslim population in some regions, including North America and Europe. What do Muslims around the world believe? Like any religious group, the religious beliefs and practices of Muslims vary depending on many factors, including where in the world they live. But Muslims around the world are almost universally united by a belief in one God and the Prophet Muhammad, and the practice of certain religious rituals, such as fasting during Ramadan, is widespread. In other areas, however, there is less unity. For instance, a Pew Research Center survey of Muslims in 39 countries asked Muslims whether they want sharia law, a legal code based on the Quran and other Islamic scripture, to be the official law of the land in their country. Responses on this question vary widely. Relatively small shares say they see ISIS favorably. The Nigerian militant group Boko Haram, which has been conducting a terrorist campaign in the country for years, has sworn allegiance to ISIS. In many cases, people in countries with large Muslim populations are as concerned as Western nations about the threat of Islamic extremism, and have become increasingly concerned in recent years. What do American Muslims believe? Our survey of Muslim Americans found that roughly half of U.S. Muslims living in a religiously pluralistic society, Muslim Americans are more likely than Muslims in many other nations to have many non-Muslim friends. By all of these traditional measures, Muslims in the U.S. are more religious than Muslims in many other nations. As of 2012, U.S. Muslims are more religious than Muslims in many other nations. What is the difference between Shia Muslims and Sunni Muslims? Sunnis and Shias are two subgroups of Islam, just as Catholics and Protestants are two subgroups within Christianity. The Sunni-Shia divide is nearly 1,000 years old, dating back to a dispute over the succession of leadership in the Muslim community following the death of the Prophet Muhammad in 632. While the two groups agree on some core tenets of Islam, there are differences in beliefs and practices, and in some cases Sunnis do not consider Shias to be Muslims. With the exception of a few countries, including Iran which is majority Shia as well as Iraq and Lebanon which are split, most nations with a large number of Muslims have more Sunnis than Shias. How do Americans and Europeans perceive Muslims? Overall, Americans rated Muslims rather coolly an average of 40, which was comparable to the average rating they gave atheists. Americans view the six other religious groups mentioned in the survey Jews, Catholics, evangelical Christians, Buddhists, Hindus and Mormons more warmly. Republicans also are more likely than Democrats to say they are very concerned about the rise of Islamic extremism in the world and to

say that Islam is more likely than other religions to encourage violence among its believers. In spring , we asked residents of some European countries a different question “ whether they view Muslims favorably or unfavorably. How do Muslims and Westerners perceive each other? The same survey also asked about characteristics the two groups may associate with one another.

Chapter 2 : How to reach the U.S. Hispanic market - Think with Google

The breakdown of ad spend in for the U.S. Hispanic market was % to television and % to digital, a near reversal of what's happening in the rest of the market. A Digital-First Audience.

I wish I had real power! The power to end hunger or to heal the emotional wounds of a child refugee separated from his or her family. My power is tiny. How does your view translate to what you do in advertising in the U. To begin with, I always try to add a dimension to that concept: There is no Hispanic Market without a Hispanic Community. We, as an industry, are simply a humble derivative of community. We are a bridge to our Hispanic Community for Corporate America and that entails social responsibilities to this group. This is very much a differentiator that explains the way we function as an agency. Hispanic Market is merely the result of marketing terminology. Do clients share the same view? Fortunately many of them do! And ConAgra, as you know, is deeply involved in a food drive effort against hunger. Look, we live in a hyperconnected world. Companies cannot be deaf or disconnected! How do you envision both the market and the community connecting? The brands that know this are the ones that do better. We have a mission as mediators to our community. We and the brands serve benefit from their business and their loyalty. If they do well, we do well. There are times when I wish we could be more vocal for them, especially when they are attacked, when they are suffering, when there is no honey or happiness! Basically, what you are saying is that brands and people in your business should position themselves closer to the community! Exactly! Consumers should be seen and felt as people "not just as statistics or transactions. From goathearers to avarice driven Wallstreeters. The silo mentality, as Tett says, can be dangerous. And this can be applied to any of us as individuals and to almost every company out there. We recall some of your initiatives within the Hispanic advertising industry, which of them remains closer to your heart? But my passions include many other causes: Many of these are shared with my agency colleagues. Needless to say, this is a vision I share with my life and business partner, Jorge Ulla. And perhaps, above all this, there is a calling to help mentor, guide and empower young people coming into the communications industry. Some may argue I tend to favor women, which I will not contradict, but I think I can be pretty inclusive as far as supporting people waiting for opportunities. Judging from your answer, education remains a primary goal of yours. I was constantly traveling on business and so was Jorge, as a filmmaker for a long time. All in all, we belong to the fortunate few. And this makes us doubly obligated to give back to society. Gabriel went to Browning, a school with which we have an affinity of values. We cheated quite a bit and took him on work trips with us, but that served as homeschooling and exposed him to the world. It was out of necessity but it paid off. He was lucky to go to NYU and now to Columbia. He knows this makes him part of a miniscule group of privileged people. And he also knows he needs to help others as much as possible.. He has that kind of social conscience of millennials. And I know we are not alone "many people in our industry have huge hearts. I truly believe in empathy and solidarity. His message could be the most beautiful message to advertise. Well, we wield the power to have a better business, a better industry, a better country and a better world! SHARE.

Chapter 3 : Pharmaceutical Industry in the U.S. Hispanic Market

*Market size of Hispanic foods and beverages in the United States in and , based on sales (in billion U.S. dollars)
Hispanics: market size of foods and beverages in the U.S.*

Advertising industry in the U. Advertising Industry The United States is, by far, the largest advertising market in the world. In , more than billion U. This figure is more than double the amount spent in advertising in China, the second largest ad market in the world. Forecasts show healthy projections for the ad market in the U. Television has been the biggest advertising medium in the United States in the last few years, but is projected to lose the market lead in to digital. TV advertising revenue was forecast to grow from 73 billion U. As Americans TV viewing habits have changed over the last few years, the TV ad market has been naturally adapting to these new ways of consuming TV. Advertisers still invest in television, but they are using different strategies to reach its public, as they turn to live TV for a wider reach or have a better integration between TV ads with other platforms. Online TV advertising is another alternative to this changing market; the medium accounted for an estimated four percent of TV advertising revenue in the U. Television ad spending, however, is projected to lose its top position in the industry soon. Digital advertising spending has seen an unprecedented growth in the last few years, and is expected to become the biggest ad medium in the U. Digital advertising spending is forecast to increase from nearly 60 billion U. In , mobile advertising spending was already higher than desktop spending; this gap was projected to increase even further from onwards. Parallel to television and digital advertising, more traditional mediums for advertising, such as radio, magazine, outdoor and newspaper, have seen their market share decrease in the last few years, as advertisers turn to other types of media. Together, these four mediums are forecast to account for 25 percent of all advertising spending in the U. Despite this decline, these mediums are still relevant for the industry, and both radio advertising and cinema advertising spending are projected to slightly increase in This text provides general information. Statista assumes no liability for the information given being complete or correct. Due to varying update cycles, statistics can display more up-to-date data than referenced in the text.

Chapter 4 : Statistics & Facts on the U.S. Advertising Industry | Statista

The information in The U.S. Hispanic Market is based on both primary and secondary research. Primary research involved interviews with experts, public relations and industry analysts in firms that specialize in Hispanic market research.

Hispanic market for this particular industry. Still, many may perceive Hispanics to be mainly lower income even though approximately one in five Hispanics live in poverty. Further, Hispanic Americans lag behind with regard to breadth and depth of financial assets, particularly riskier but usually higher return asset classes. By the same token, the preferences for different financial products and services vary for Hispanic Americans based on their income level, education, country of origin, and number of years that they or their families have been in the U. What is a Culture Code? A culture code is the representation of our cultural understanding of a physical or abstract object. A full set of culture codes form the cultural unconscious, which is hidden from our own understanding, but is seen in our actions. This is why people from different cultures have such different reactions to the same things. In a sense, we have the poorest rich people in the world, because even those who accumulate huge sums of money think like poor people. They continue to work hard, they continue to focus on cash flow and expenses, and they continue to struggle to earn more. Hispanic Culture Code for Money Hispanics are risk averse. This changes with new generations being born in the U. The children of professionals become professionals, the children of business owners become business owners and, for the most part, people stay within their class. Therefore money stops being proof to become something unpleasant you do not speak about. In the United States speaking about money does not carry the same negative connotation than in Latin America, where doing so speaking about money in front of others or with others of same, higher or lower means is considered vulgar. There is a also belief in Latin American culture that you can strike it rich with a fabulous and easy to implement idea. This notion is very much in line with the Hispanic fatalistic outlook in life where the belief is that things are predestined to be or to happen. The idea being that no matter what my origin or inherited resources, one can achieve financial success, not by hard work but by serendipitous means. You got lucky to have been born into money, or lucky to have struck gold. Maybe you got lucky because you married somebody with money. Among Latinos, the culturally accepted way to indicate wealth and material success is by owning the latest technology, wearing the latest fashion designer, of course or a high end luxury car. These are all symbols that enable people to demonstrate their wealth without having to talk about it. This is the exact opposite to the U. We will notice a dichotomy of thought that is accentuated the more the Latin and American culture codes are incorporated into their acculturation and enculturation process. This process does not mean switching one cultural more for another. Changing mores would imply a process of assimilation whereas adopting and incorporating a new more implies a process of acculturation. Cultural values switch, one taking prevalence over the other at different times to evaluate a message or situation. The concept of cultural frame switching CFS or double consciousness was made popular by W. B Du Bois and focuses on how an individual switches between cultural frames of reference in response to a stimuli or to their environment. Bilingual biculturals, when primed for a framework, may switch compatibly or incompatibly with the cultural frame elicited. American Hispanic Market Segments for the Financial Industry While understanding the culture code for money pertaining to any culture is key for the marketing of any product and service, this need becomes heightened when we talk about the Financial and Banking industry. We have identified 5 Hispanic market segments for Hispanics over 18 years of age who reside in the United States and are bicultural. It is important to highlight that biculturalism does not go hand in hand with bilingualism. Different strategies may have to be developed for these segments and for specific financial products or services these segments may have to be merged or split even further. This paper takes up a number of themes that pertain to bicultural bilinguals, most notably how they are described in the literature, how they become both bilingual and bicultural, and how their languages and cultures wax and wane over time. Other aspects discussed are their linguistic and cultural behaviour as bicultural bilinguals, how they identify themselves both linguistically and culturally, as well as their personality as bicultural bilinguals. An effort is

made whenever possible to bridge the gap between the two components that make up bicultural bilinguals “the linguistic and the cultural” and to show how the questions that interest linguists when studying bilinguals can be taken up and adapted by researchers examining cultural issues, and vice versa. These segments range from low-income Hispanics who can only access second-chance lending mortgages, prepaid or debit cards and basic savings accounts to high-income Hispanic Americans interested in more complex investments, mortgages and home equity loans. In addition, language becomes a key factor in communicating and engaging with each segment. Financial Industry Hispanic market segments characteristics and size It is important to highlight that biculturalism does not go hand in hand with bilingualism. Different strategies may have to be developed for the segments presented and, for specific financial products or services, these segments may have to be merged or split even further. Hispanic population, the Latin American and U.

Chapter 5 : Why The U.S. Hispanic Grocery Market Is One To Watch 04/24/

"The digital space is one of my favorite areas to market to this audience," says Fabian Castro, senior vice president, multicultural marketing for Universal Pictures, which promotes close to 80% of its releases annually to the U.S. Hispanic audience.

Following is a transcript of her presentation on The Future of the Hispanic Market. Brief overview of the current market situation, analysis of its past, and predictions for its future. A closer view of Latinos and Technology. Even as you hear this, America continues to change. When you go to bed tonight, it will have changed even more. And, within the past 20 years, the Hispanic market projections have become a reality, our reality. Consider the following Hispanic Market statistics Size of the US Hispanic Market infographic o There are over 50 million Hispanics living in the United States and by , this number is projected to grow to million. Therefore and in relative terms, they spend more. The younger the generation, the higher the percentage of Hispanics in it. It is imperative to understand the new U. But to understand the future we need to learn about the past. Defining acculturation as the process of incorporating or acquiring of a new culture without foregoing another one, and assimilation as learning or adopting a new culture by replacing or denying the previous one. Acculturation is the process of incorporating or acquiring of a new culture without foregoing another one. Depiction of the acculturation process for the hispanic market by Target Latino The two circles represent the cultures, the ones who know how to navigate the yellow circle or Latino culture, are non-acculturated, the ones that navigate the red circle or the American culture are fully acculturated or U. Now, we need to take into consideration other factors, such as their attitudes about their heritage, culture, and life in the U. A newer segmentation approach 2 taking into consideration the above factors divides the Hispanic market into seven distinct segments described below: Spanish dominant, traditional but striving for trendy o Accidental Explorers: Spanish preferred, not in a rush to embrace U. Bilingual, technology savvy, driven, educated, modern o Doubting Tomases: Bilingual, independent, skeptical, inactive, shopping uninvolved o Latin Flavored: I have been known to segment, when appropriate, by Latin American countries of origin grouping them in three major geographical regions due to the commonalities in their behaviors and cultures. More importantly, they transmit their cultural codes to their offspring. The Multicultural Future Understanding Hispanic market trends is crucial to multicultural marketers and even to general market ones. Well, Latino millennials were not given a prize every time they did or tried for something, and their parents did not go to school to complain to the teacher for this or that. They mostly grew up seeing their parents work hard and were inspired by this. This strategy will not resonate with these millennials. Inspiration may be a better way to go about it and it will also hit home with the rest of this highly multicultural market. When these extremely-young native-born Hispanic consumers get to have their own families and become mature adults they will imprint their values and priorities on consumer culture, politics, education, and other aspects of American life. And they will remember their history, their family struggles or how they were treated. They will remember when they had to act as parents to their parents translating and interpreting for them. Yes, they were born in the U. What is the message you are sending these impressionable minds? These Hispanic millennials are at the forefront of the multicultural frontier. They influence other cultures and are influenced by them as well. You will find a Latino whose best friend is black and his girlfriend is Asian. They will reshape markets and lifestyles. And at the same time, these Multicultural consumers have blended into the population but they retain their own unique cultural traits, behaviors and desires that influence their responses, purchasing and loyalty. This growing diversity requires even more insight and understanding of the cultural and ethnic nuances and differences that drive behavior and purchase, and connect with consumers in a unique way. This estimate does not include the 3. Hence, Social Media is just a new way or media through which Latinos act as they are used to and stay connected. Landlines in Latin America used to be scarce and in some countries they still are due to lack of proper infrastructure. This is the main reason behind the tremendous growth of the mobile industry in Latin America. The cell phone introduction in the lives of these Latinos solves this problem but as voice communications are prohibitively expensive in Latin America and SMS are

not, Latinos learn to text at all ages! In order to be connected and because of distance and cost, Hispanics are more willing to try new technologies. Be aware that acculturation level does not equate with technological sophistication. The difference between the online Hispanic and the offline Hispanic is more highly tied to country of origin and, more specifically, to educational levels in their country of origin. Therefore, you will find that a non-acculturated 39 year-old Latino engineer who arrived six months ago from Colombia will communicate and interact online more than offline. He would be then classified as a technologically savvy unacculturated Hispanic. Language is something people ask a lot about when referring to the online Hispanic. They actually found out most people chose Spanglish but all of the three choices were selected. The trend will continue towards increased use of English and Spanglish for this segment of the population. And they believe that the internet enhances their lives. This is not a huge leap given how it already improved their lives by enabling affordable and constant communication with their families and friends. And that is only one area of their lives. This does not mean you should not advertise on other media. Just do not believe this myth about Hispanics and technology. Remember that Hispanics watch TV more than most and they watch advertising and enjoy it. You just have to understand how to reach them and find innovative and relevant ways to connect with them. The packaged food manufacturer has increased investments in these segments progressively over the past four years and Rodriguez says they will continue to invest heavily. Consumer connection and cultural insight are key to the strategy and help build the bottom line for brands. This gap is shrinking at a very fast pace.

Chapter 6 : Muslims and Islam: Key Findings In The U.S. And Around the World - Hispanic Market Works

July The Hispanic Market in the U.S. - Opportunities and Challenges for the Food Industry by Sandra Cuellar, Research/Extension Associate.

The demographic term "Hispanic" encompasses people from different regions and different degrees of assimilation into the U. Also, some people from Spanish-speaking ancestries prefer the term "Latino. And in the great mix of Hispanic populations from different decades, including Puerto Ricans, Cubans and Mexican-Americans whose ancestors helped settle Texas, some speak nothing but English, some nothing but Spanish and some alternate depending on the circumstance. His comment illustrates the task ahead. Lopez is an immigrant from Venezuela. Changes in Miami The Miami market long has been known as a center of Hispanic consumers, due to the large population of Cubans who lived there for decades. But even that population has roiled. Lopez says his store now sells vehicles a month and 85 percent of his customers identify as Hispanic or Latino. Some customers want to speak English, some are Spanish-only and some negotiate in both languages. One of them sold cars last year. The program is voluntary, but employees who want to learn English must come to work an hour early to take the classes. My children look at things very differently than my father did. Pineda acts as a corporate adviser to the National Council of La Raza, an organization that campaigns for the rights and economic status of Hispanic citizens. She regularly meets with the National Association of Latino Elected and Appointed Officials, a power group of 6, Hispanic government leaders around the country. Dealer Lopez sold 96 Corollas last month -- many to South Florida customers who, like him, emigrated from Venezuela. The brand has grown to capture a And Nissan hopes that retailers from there will strike a chord of familiarity and trust among U. The campaign already is showing results. But he vows it will happen. But they are very real. A coincidence that "Silverado" sounds like a Spanish name? The average age of Hispanics today is 30, compared with 42 for non-Hispanic Americans. That translates to 12 potential years of additional car-buying life for the average Hispanic. Brands get more chances to make first impressions, but dealers must woo uncommitted new buyers. The perception of Hispanic consumers seeking entry-level vehicles is becoming out of date. Lexus and Audi have stepped up Spanish-language marketing. Ford comes close to matching Toyota in Hispanic-shopper interest levels but loses out in the end. During the final 12 months before making a new purchase, But in the fourth quarter of last year, Ford ended up with an 8. The store also has an Internet department dedicated to Hispanic customers. New marketing issues The campaign is taking automakers into some unfamiliar issues. One of them, Diaz acknowledges, is in how future advertising will be created. Automakers spend most of their ad funds on what is referred to as "general market" advertising -- meaning they use the familiar English-language content that Americans see on TV during an episode of "Dancing with the Stars" or in the pages of Sports Illustrated. But Spanish-language advertising has been a rapidly growing budget line for the industry. Hispanic marketing is becoming a key part of new-vehicle launch campaigns. But as Spanish-language advertising rises in importance, Diaz wonders how all automotive advertising will be crafted. Simply overlaying the Spanish language on ads created for a general market will fail, Diaz told the audience: Dealers need to tune in. Honda is the No. New markets learning Toyota is on the same wavelength, according to Pineda. How can we establish relationships in those regions? But the population wave is not waiting. The states with the fastest-growing Hispanic populations in the last decade were Alabama, Kentucky, South Carolina and Tennessee, according to census data. Between and , the U. Hispanic market is key to new-vehicle sales growth and will be central to our success over the next decade," she says.

Chapter 7 : Hispanic Market Trends Forecast

Pharmaceutical Industry in the U.S. Hispanic Market April 15, By Fanny In the last year, the pharmaceutical industry spent a total of \$4,, in advertising, of which only \$, , was spent in the Hispanic market which represents % of their total annual advertising budget.

Your next big opportunity: Hispanic market Lisa Gevelber July U. Hispanics are ahead of the curve when it comes to digital. They lead in adoption of new devices. They are power users of mobile and over-index in video consumption. But despite the facts, these consumers are vastly under-served, and the opportunities to reach them through digital remain largely untapped. But what, exactly, should marketers be doing? Here are the top lessons she learned. Despite the facts, U. Hispanics are a vastly underserved market, and the opportunities to reach them through digital remain largely untapped. Recently, we surveyed a select panel of senior-level marketers to see if the U. Hispanic audience was on their roadmaps. They clearly recognized the opportunity: But what, exactly, should we be doing? Here are the top lessons we learned. The average Hispanic spends more than eight hours watching online video each month—over 90 minutes longer than the U. Universal has a dedicated Latino channel on YouTube where it distributes custom spots, featurettes, clips and content. The channel has been home to videos such as the "Spanglish" trailer for Fast Five , which has nearly 6 million views. Our data shows that across YouTube views of top U. Hispanic channels are up 1. In the two years since its launch , the network has grown a loyal audience of more than 36 million subscribers. Brands are tapping into this growth through endorsements and sponsorships. CoverGirl took notice and signed her to an endorsement deal. In just two days, the ad garnered million impressions. A lot of that video watching happens on mobile, as smartphones are becoming the "first screen. Hispanics by simply translating ads and websites into Spanish. The truth is, this audience is diverse and often bilingual, an eye-opening insight for Jared Fix, U. For example, a recent Google Consumer Survey showed that the majority of U. Hispanic mobile users typically search in English or a mix of English and Spanish.

Chapter 8 : Auto Industry in the U.S. Hispanic Market

With offices in the U.S. and Mexico City, Arial International provides comprehensive marketing consulting and training services to companies that service the U.S. Hispanic market. He can be reached at tony@calendrierdelascience.com

Chapter 9 : About CMC The Voice of Hispanic Marketing

Whether through new technology in stores, social media marketing campaigns, or omni-channel efforts, U.S. Hispanics are eagerly embracing these innovative initiatives, and supporting retail real estate during this transitional period.