

Hispanics and Personal Care - US - September 2013

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"In order to grow the Hispanic market, personal care manufacturers need to find new ways to entice Hispanics to try new products and get excited about the shopping experience. Targeting Hispanics through relevant promotions (such as refer-a-friend) and products specifically tailored to Latino needs is a good start."
– Susan Menke, Category Manager, Multicultural

This report looks at the following areas:

- How can personal care products stand out as more than a mere commodity?
- Why are promotions not speaking to less affluent Hispanics?
- How can products be positioned to meet Hispanics' specific needs?

Hispanics are a large and fast-growing population who have many personal care needs. Because the Hispanic population is a diverse group with a varied set of attitudes about personal care, there is a tremendous opportunity for marketers who can meet the specific needs of these consumers.

Readers of this report will learn:

- Important demographics of the Hispanic consumer, including how varying levels of acculturation and income affect purchasing behavior.
- Where Hispanics buy personal care products and services and the types of products and services they are shopping for.
- The factors that influence Hispanic consumers' buying decisions.
- The influence that promotions have on Hispanic shopping choices.
- Resources Hispanics use when shopping for personal care products and services.
- Hispanic attitudes regarding personal care, including self-concept, product preferences, and ideas for improvement.

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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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How can products be positioned to meet Hispanics' specific needs?

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