

Paving the Path Forward

Diverse Voices:
Hispanic Consumer Report 2024

NielsenIQ

Who is the Hispanic consumer?

Hispanic consumers are a dynamic, diverse, and growing population. They have formidable buying power—estimated at **\$2.4 trillion** in 2024—and are projected to make up more than a quarter (**28%**) of the U.S. population by 2060. With more than a third (**35%**) of Hispanic consumers under the age of 21, there is significant opportunity for CPG firms to build relationships that become long-lasting loyalty in later (and higher-earning) stages of life.



A young, growing, and balanced population

- The Hispanic consumer population in the United States is substantial and growing, currently comprising nearly one in five (**19%**) people. The population leans comparatively young, with **35%** under the age of 21, and is split evenly between men and women.
- Understanding key demographic trends is vital for CPG manufacturers and retailers seeking to win short- and long-term incremental sales growth in a challenging economic climate. With these insights, they can make effective decisions around messaging, distribution channels, innovation, and other key elements of business strategy.

Hispanic consumers are a rapidly expanding demographic, with their buying power estimated at **\$2.4T** in 2024. This growth presents significant opportunities for CPG firms. How will you capture your fair share of their spending?

Fast facts:



63.9M
19% of U.S. population



35%
under the age of 21



50/50
male/female

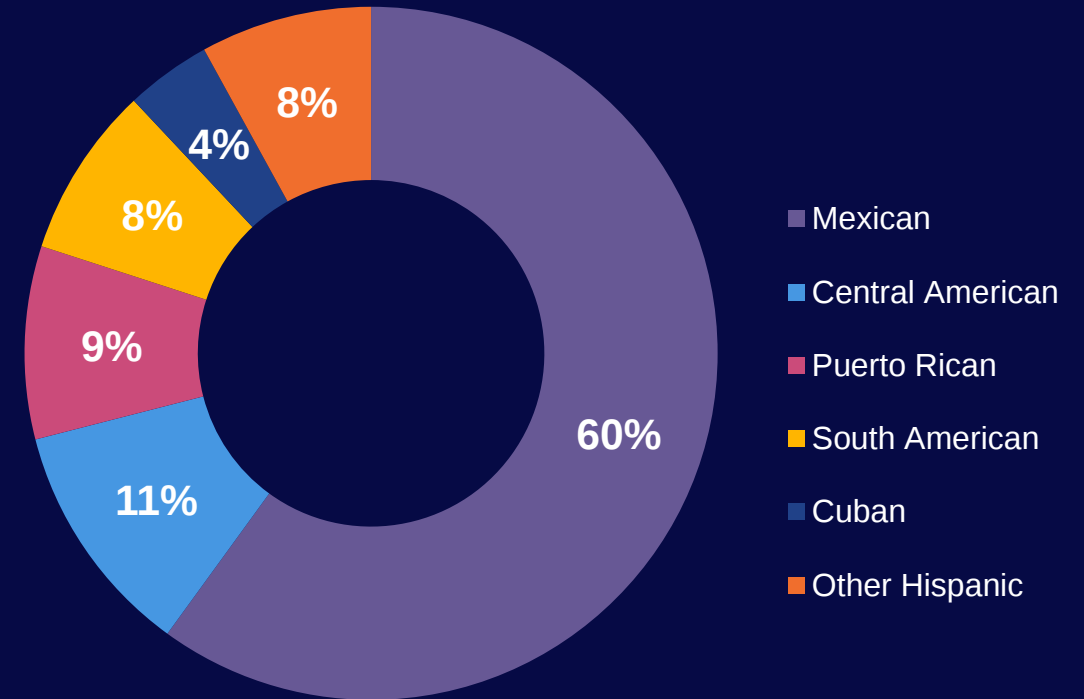
Source: [The Hispanic Population in the United States: 2023](#) | U.S. Census Bureau

Cultural diversity

- There is significant diversity within the Hispanic consumer population. Although the majority are of Mexican ancestry, there are many other ethnicities that have become increasingly important.
- Of the **64 million** people in the U.S. who identify as Hispanic, roughly **38 million** are from Mexico. The others hail from Central America, South America, Puerto Rico, Cuba, and other locations.
- It is essential to understand that there is a strong sense of nationalism—rather than a blanket regional identity—across these ethnicities. For example, Central American consumers are very patriotic about their specific country of origin—Guatemala, Nicaragua, Colombia, Ecuador, etc.—rather than identifying as Central American. The term "Latinx" is virtually nonexistent in Central America.



Hispanic consumers are far from a monolith



Source: [The Hispanic Population in the United States: 2023](#) | U.S. Census Bureau

Key Hispanic household (HH) demographics

- Hispanic consumers are poised to have a strong economic and political influence. There's a wide spectrum of spending power among these shoppers: Over a quarter (**28%**) of Hispanic consumer households earn an income over \$100,000 annually. Conversely, almost 1 in 5 (**18%**) earn under 25,000.
- However, keep in mind that a high percentage of the Hispanic population is young (under 21 years old), so there is a strong potential for earnings growth. Many are so young that they have not even started postsecondary education. CPG firms should plan to offer options at a variety of price points to build loyalty with younger Hispanic consumers long before they enter peak earning years.
- Hispanic consumers make up almost **15%** of eligible voters, which is still lower than their proportion of the U.S. population (**19%**). As more Hispanic consumers reach voting age, their influence could grow even further in the next few years.

Fast facts:



14.7%
of eligible voters,
+1.1% from 2020



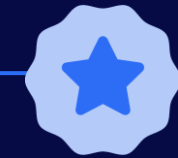
67% in the civilian
labor force, compared to
62% non-Hispanic



28% HHs have
\$100,000+ income



18%
earn \$25K or less



21% have Bachelor's
degree or higher, compared
to **42%** non-Hispanic

Source: [Key facts about Hispanic eligible voters in 2024](#) | Pew Research Center

Increasing influence



Growing economic power:

- Hispanic consumers are a rapidly expanding demographic, with their buying power estimated at **\$2.4T** in 2024. This growth presents significant opportunities for CPG firms.
- Their influence is projected to increase over time. Since the population is young, they are more likely to be in certain life stages than non-Hispanic consumers. These life stages include currently attending school, completing postsecondary education, purchasing a first home, and more

Fast facts:

NIQ's 2024 Life Moments Survey indicated that:



2.3X more Hispanic consumers "bought [their] first home ever" than non-Hispanics



Hispanic consumers were **2X** more likely to have "started or went back to school*" than non-Hispanics
(*college, university, other post-graduate school program)

Source: NIQ Homescan Panel Life Moments Survey 2024

Where the Hispanic population is most concentrated

New Mexico
49%

Texas
39%

California
39%

Arizona
32%

Nevada
29%

Florida
26%

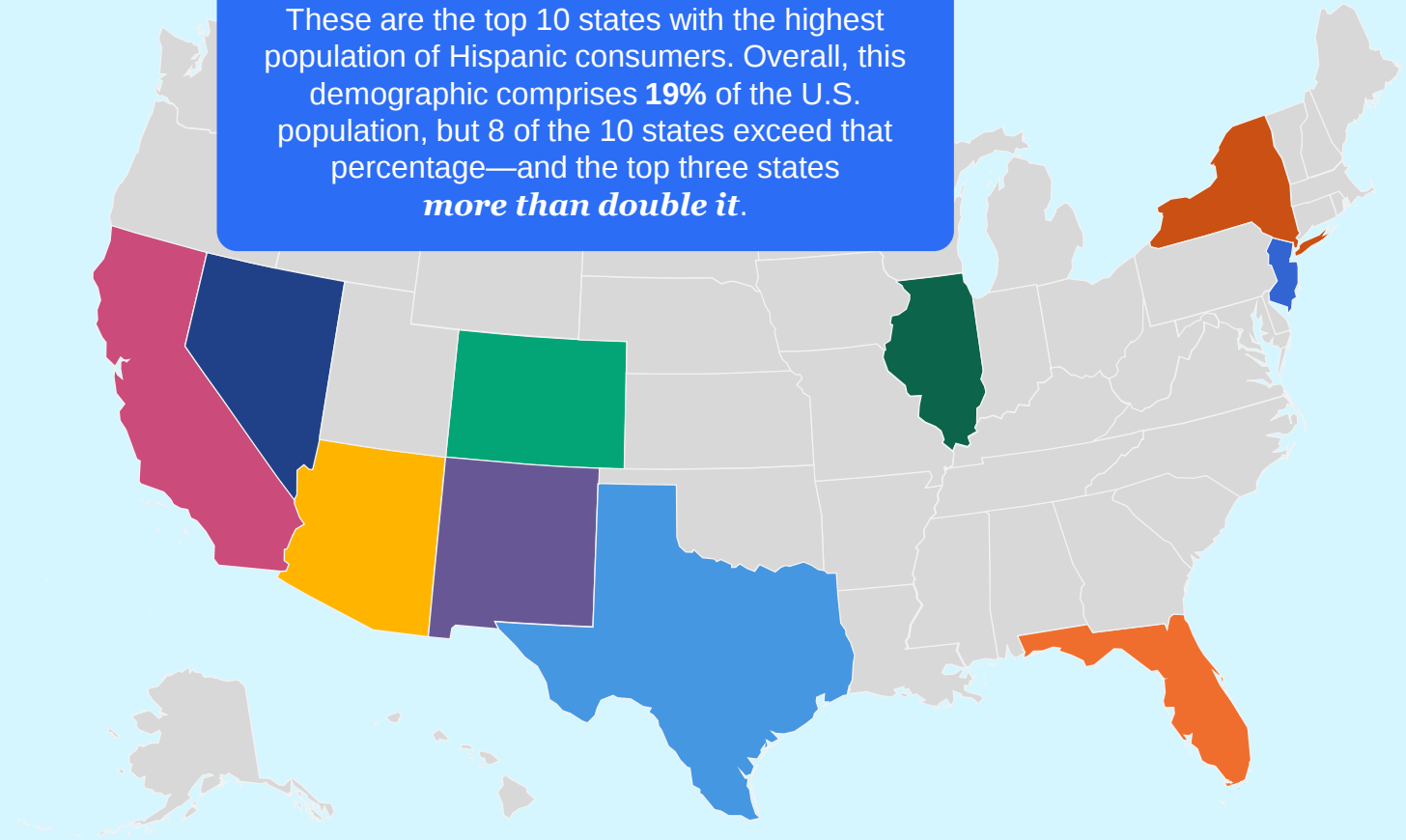
Colorado
22%

New Jersey
20%

New York
19%

Illinois
17%

These are the top 10 states with the highest population of Hispanic consumers. Overall, this demographic comprises **19%** of the U.S. population, but 8 of the 10 states exceed that percentage—and the top three states *more than double it*.



**% of the population that is Hispanic*

Source: [Hispanic Population by State 2024](#) | [World Population Review](#)

Shifting cultural norms, Life moments data

Almost half (**46%**) of Hispanic households are married-couple households, and **30%** of Hispanic newlyweds married someone who is not Hispanic. Shifting cultural norms, coupled with a high intermarriage rate, have resulted in increasingly diverse populations—and increasing influence over the purchasing decisions of non-Hispanic populations.



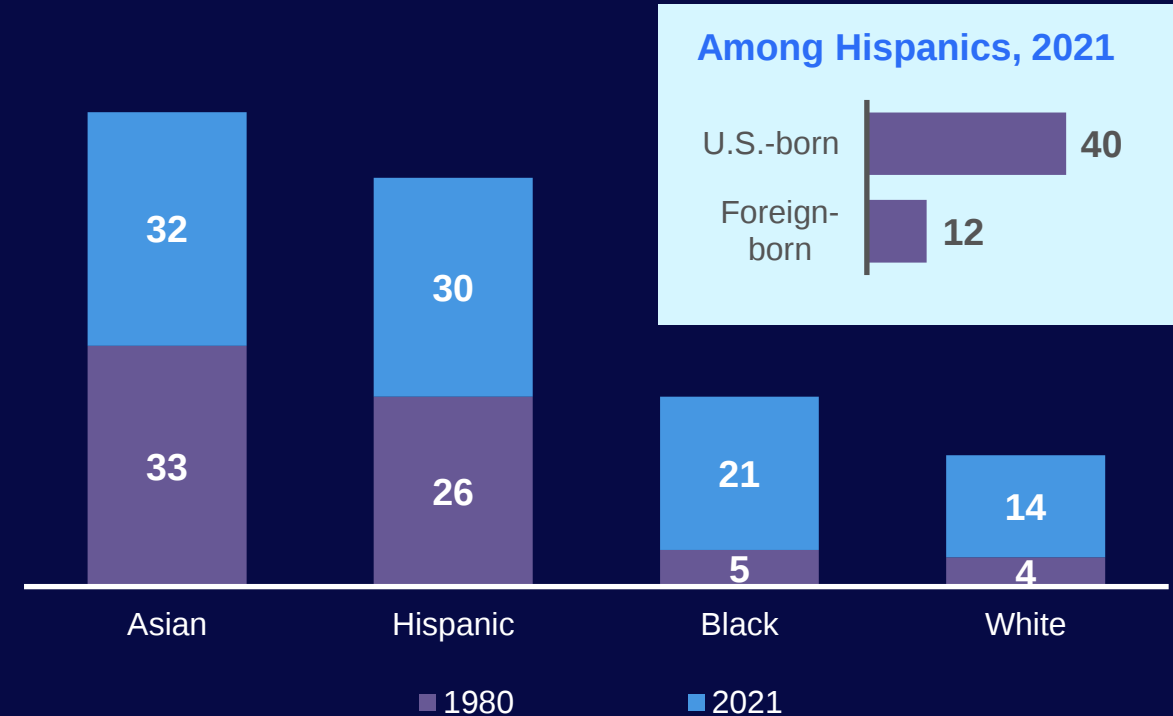
30%

of Hispanic newlyweds married someone who is not Hispanic

Source: [Who is Hispanic?](#) | Pew Research Center

In 2021, 3 in 10 Hispanic newlyweds married someone who is not Hispanic

% of U.S. newlyweds who married someone of a different race or ethnicity, 1980 and 2021



Note: White, Black, and Asian adults include those who report being only one race and are not Hispanic. Hispanics are of any race.

Source: Pew Research Center analysis of 2021 American Community Survey and 1980 decennial census (IPUMS).
Pew Research Center

Future population will be large and multicultural

The Hispanic population is growing rapidly, projected to reach **111M** by 2060—**28%** of the total U.S. population. **They are expected to be the largest contributors to the total U.S. population, and current data supports this.**

NIQ's Homescan Panel Life Moments Survey showed that:

- Hispanic families are **2.8X** more likely than non-Hispanic families to say their first baby was born in the past year.
- Hispanic families are **2.5X** more likely than non-Hispanic families to report a child other than firstborn being born in the past year.

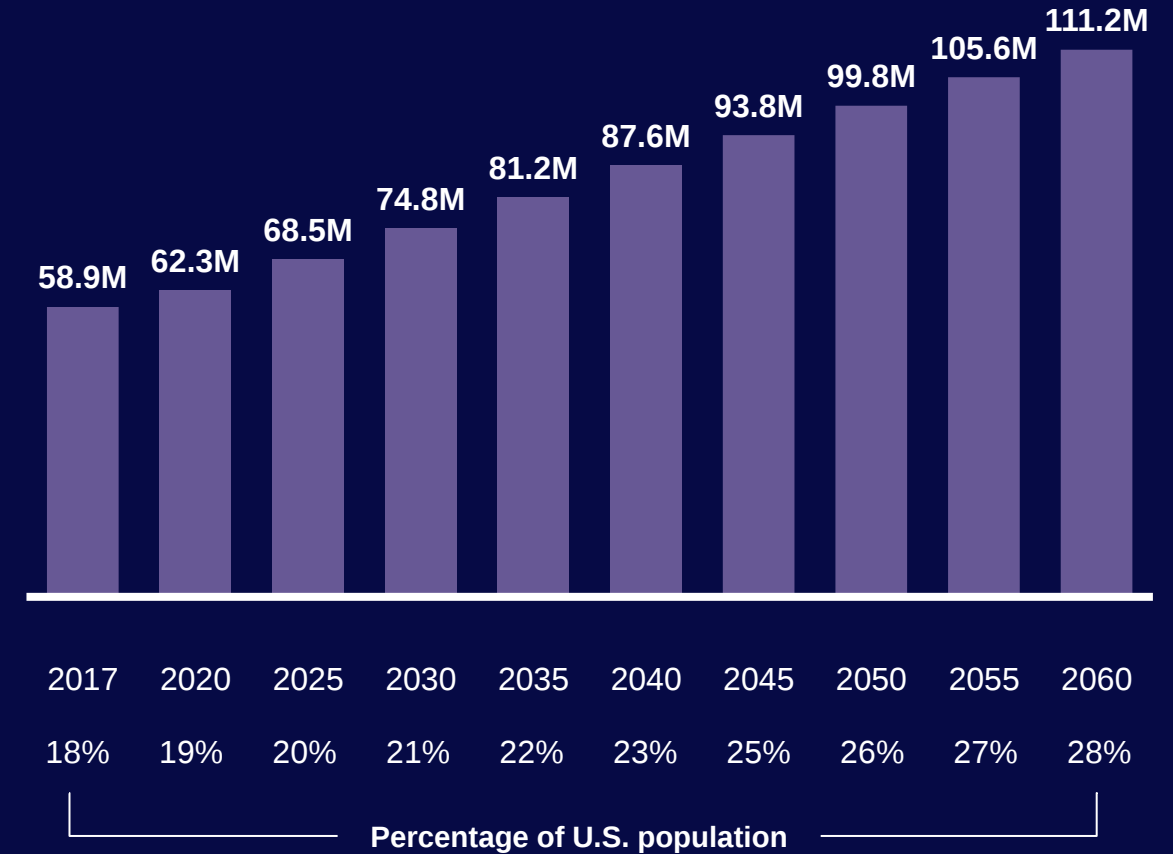
This 111M population will be extremely diverse and multicultural, as noted previously.

Source: [Hispanic Population to Reach 111 Million by 2060 | U.S. Census Bureau](#), NIQ Homescan Panel Life Moments Survey 2024

Hispanic Population to Reach 111 Million by 2060

Projected Hispanic Population 2025 to 2060

M = millions



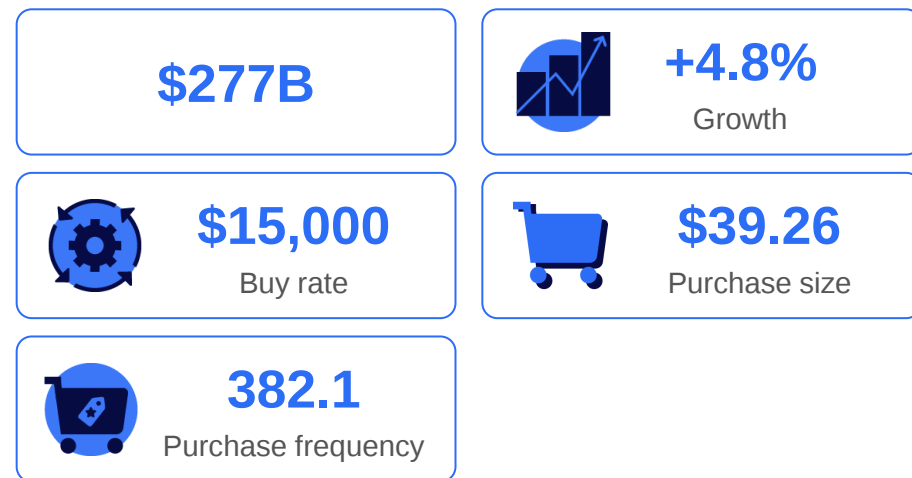
What is the Hispanic consumer buying?

Now that we have a clear understanding of *who* the Hispanic consumer is and the buying power they command, let's take a closer look at *what* categories they prioritize and their influence on total U.S. spending. Although the Hispanic consumer population is diverse, there are clear trends in their shopping behavior that CPG and T&D firms should watch closely to tap into opportunities for incremental sales growth.



Hispanic consumers outpace total U.S. growth, but frequency is an opportunity

Hispanic



- Hispanic consumers spent **\$277 billion** on CPG over the past year, growing at 4.8%, **outpacing the national growth rate of 3.6%**.
- However, compared to the total U.S. population, Hispanic consumers are buying less on each shopping trip and are making trips less frequently. Their buying rate is also slightly lower than average, driven by both the smaller purchase size and frequency.

Source: NielsenIQ Panel On Demand Omnishopper | U.S. OSH - NDH Synd. Full View - 444 5-yr.

Total U.S.

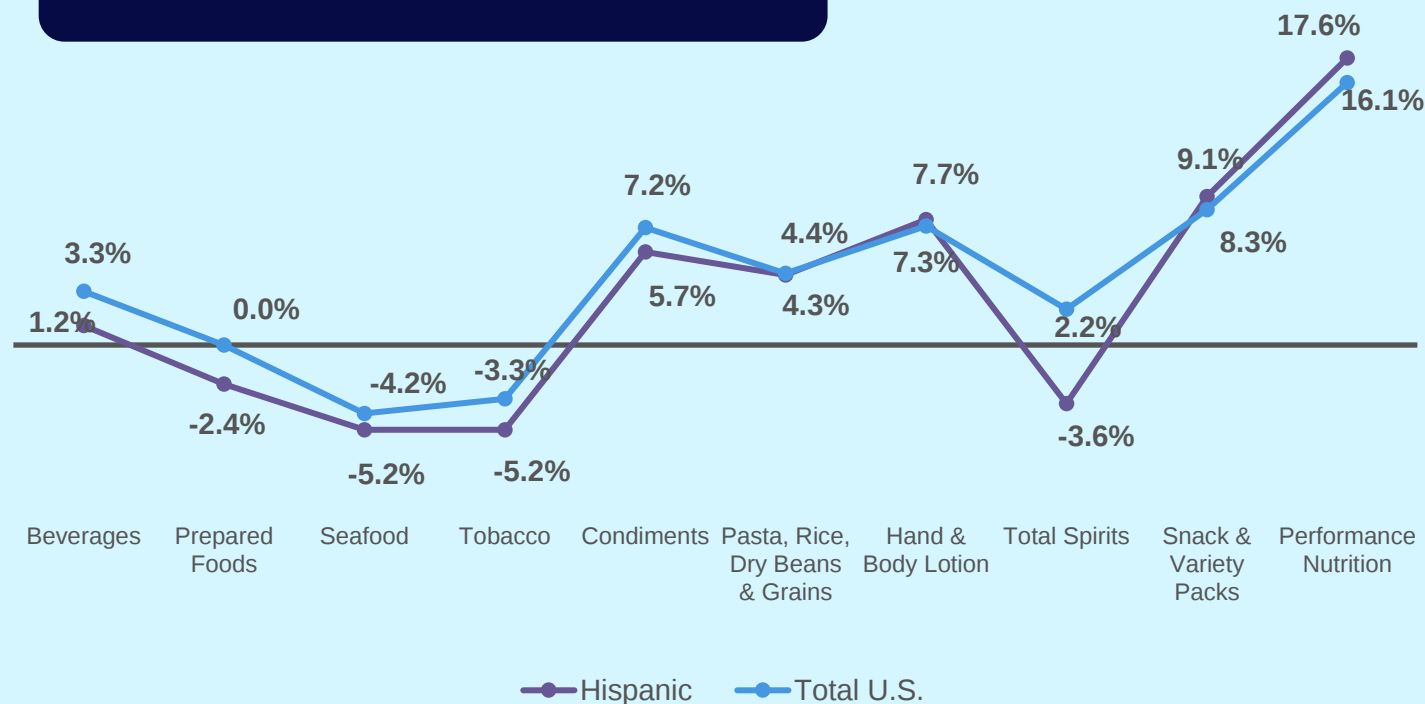


Growth across categories

Hispanic consumers' purchasing decisions serve as a strong indicator for overall category performance. If Hispanic consumers buy beverages, the Beverage category grows. If Hispanic consumers move away from seafood, the Seafood category declines.

In short: Hispanic consumers punch above their weight in driving category growth or loss—further evidence that their spending power should not be ignored.

Growth seen in Total U.S. is generally driven by growth of Hispanic consumer spending.



Source: NIQ Omnishopper Panel Social Selling Survey 2024

Top 1-10 categories



Prepared Foods
\$6.5B,
-2.4%



Salty Snacks
\$5.1B,
+1.3%



Soft Drinks
\$4.6B,
+4.2%



Paper & Plastics
\$4.2B,
+2.1%



Vegetables
\$3.9B,
0.0%



**Beer/FMB/Cider/
Seltzer**
\$3.6B,
-1.5%



Candy, Gum, Mints
\$6.5B,
+3%



Pet Food
\$3.4B,
+5.7%



Cheese
\$3.2B,
-0.8%



Fruit
\$3.2B,
+2.4%

Hispanic consumers spent **\$4.6 billion** on soft drinks alone over the past year.
How much of that spend are you capturing?

Source: NIQ Target Track U.S. during Latest 52 Wks. - w/e 5/18/24

Top 11-20 categories



Desserts
\$2.9B,
-1.1%



Laundry Care
\$2.7B,
+3.2%



Processed Meat
\$2.3B,
-2.7%



Milk Products
\$2.2B,
-3.5%



Cookies & Crackers
\$2.2B,
+0.3%



Fresh Meat
\$2.1B,
+6.4%



Hair Care
\$2.1B,
+3.4%



Cereal & Granola
\$1.8B,
-1.8%



Vitamins & Supplements
\$1.7B,
+3.1%



Bread
\$1.6B,
+0.5%

Source: NIQ Target Track U.S. during Latest 52 Wks. - w/e 5/18/24

Hispanic consumers embrace private label

It's no secret that private label is becoming increasingly important among consumers, and Hispanic consumers are no exception. The majority (**65%**) of Hispanic shoppers say store brands are just as good as national brands. Nearly a third (**30%**) don't think national brands are worth the higher price.



Source: NIQ Homescan Panel Private Label Survey 2024

65%

of Hispanic consumers say store brands are usually just as good as national brands

63%

of Hispanic consumers feel the quality of most store brands is at least as good as name brands

30%

of Hispanic consumers don't think national brand products are worth the extra price

Where is the Hispanic consumer shopping?

Now that you understand *what* Hispanic consumers are buying, it's equally crucial to understand *where* their purchases are concentrated. In this section, we'll discuss where Hispanic populations are most heavily concentrated in the U.S., which traditional distribution channels they frequent, and emerging shopping trends on social media platforms.



Hispanic consumers increasingly turn to Warehouse/Club stores for purchases

Historically, Grocery and Mass have always been top channels. However, the Warehouse/Club channel is growing rapidly—an important trend CPG brands and retailers should leverage to engage the growing spending power of Hispanic consumers.

Conversely, Department Stores, Drug Stores, and Beauty Supply stores are losing ground due to higher prices in uncertain economic times.

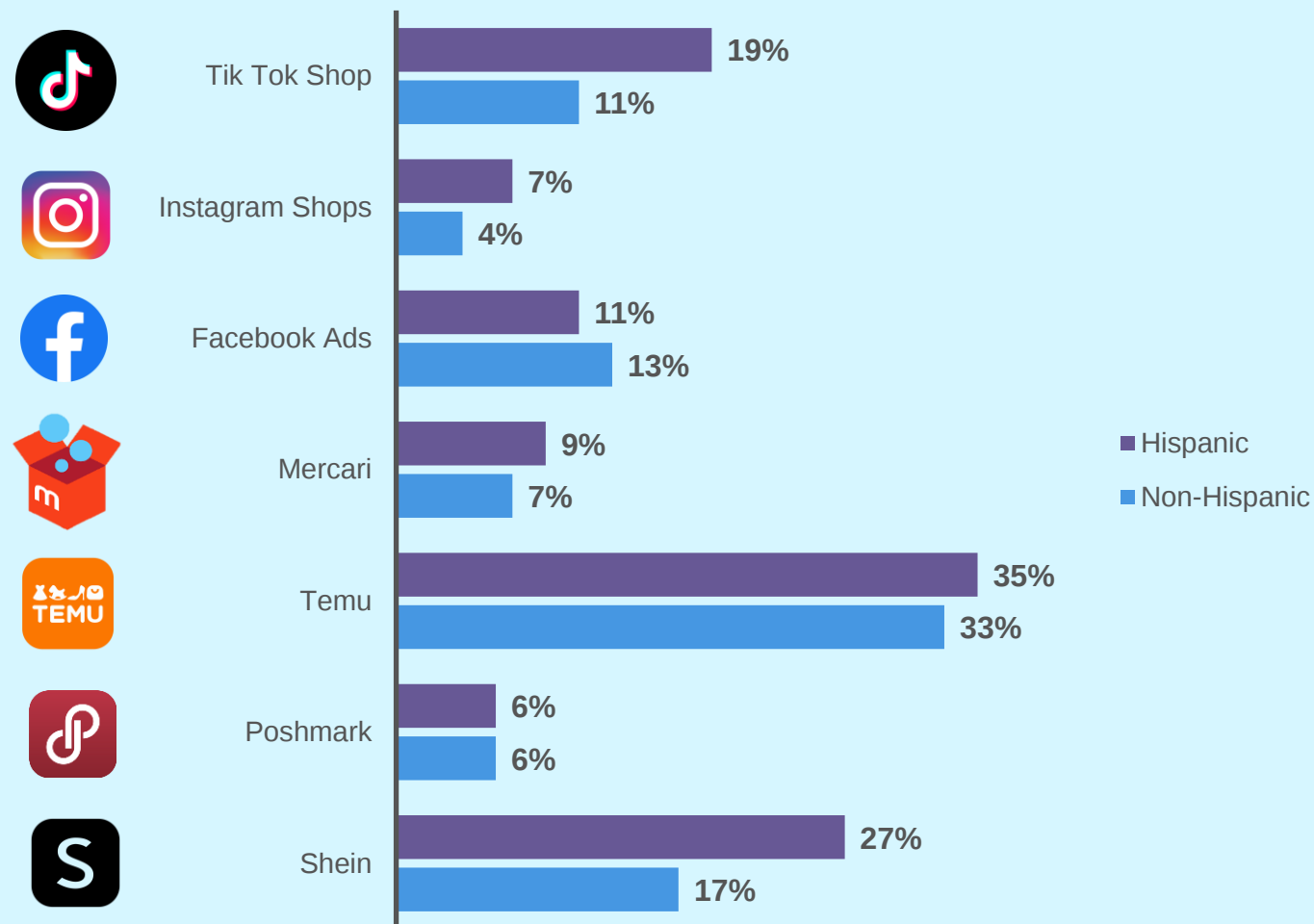


Channel	Growth	Purchase frequency	Purchase size	Share
Beauty Supply	-0.4%	9.6	\$46.44	2%
Department Store	-2.8%	7.4	\$80.55	2%
Dollar Store	+4.7%	34.8	\$15.83	3%
Drug	-1.9%	27.6	\$20.57	3%
Grocery	+3.1%	113.6	\$36.73	27%
Mass	+6.9%	123.4	\$46.18	38%
Warehouse/Club	+10.9%	30.6	\$85.90	14%
All other				11%

Source: NielsenIQ Panel On Demand Omnishopper | U.S. OSH - NDH Synd. Full View - 444 5-yr.

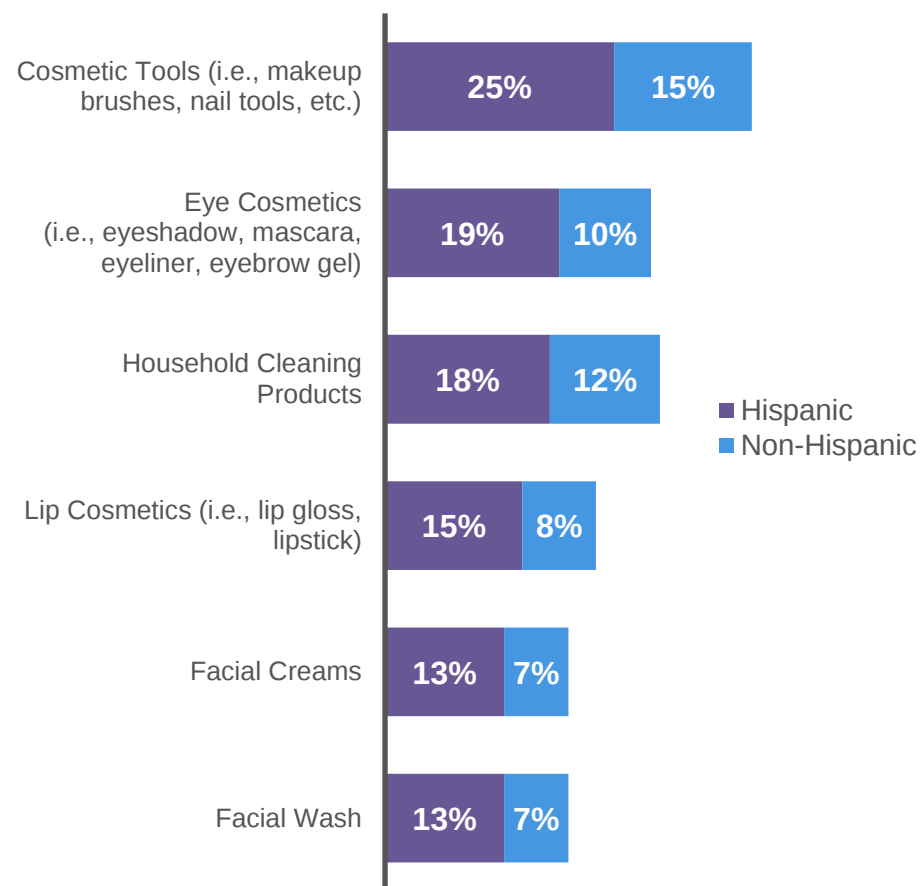
More likely to shop on social platforms

Hispanic consumers are more likely than non-Hispanic shoppers to purchase products through social platforms, with the biggest leads on TikTok Shop and Shein.



Source: NIQ Omnishopper Panel Social Selling Survey 2024

Categories purchased on Tik Tok Shop



Source: NIQ Omnishopper Panel Social Selling Survey 2024

On TikTok Shop, Hispanic consumers outspend non-Hispanic consumers in several Beauty categories.



Purchase drivers and how to reach Hispanic consumers

Purchase drivers, explained



Purchase drivers influence consumer behavior and decision making. Understanding them helps CPG firms more effectively tailor their strategies to meet customer needs and deliver better experiences, ultimately leading to higher sales and customer loyalty.

We've explored the demographics and top spending categories of Hispanic consumers in the U.S. But these questions remain:

- How can you win over this powerful segment?
- What motivates their purchase decisions, and why?

In the following sections, we'll uncover the purchase drivers most important to Hispanic consumers, how to reach them, and how to build trust and loyalty.



Purchase drivers that matter to Hispanic shoppers



Cultural identity and heritage:

Hispanic consumers place significant value on products that reflect their cultural identity and heritage. Brands that authentically engage with their traditions and values are more likely to gain loyalty.

71% *still take part in the traditions and culture of my family's heritage*

63% *feel responsible for preserving the cultural traditions of my ancestors*

Source: [Leverage Hispanic Media Insights for Brand Impact | Collage Group](#)

Value and quality:

Price sensitivity is a notable driver, with many Hispanic consumers seeking value for money without compromising on quality. This trend is especially prominent among those with larger families or those supporting family members in their home countries.

74% *of Hispanic consumers feel it is important to always get the best price on a product*

Source: [NIQ Homescan Panel Private Label Survey 2024](#)

More purchase drivers that matter to Hispanic shoppers



Brand trust and loyalty:

Brands that have established a reputation for quality and reliability—as well as those that engage in community outreach—tend to enjoy strong loyalty among Hispanic consumers. Brands that incorporate culturally relevant content, such as celebrating Hispanic heritage or acknowledging cultural holidays, can create a stronger connection with Hispanic consumers.

47% *always buy the same national brands they know and trust*

Digital engagement and technology:

Hispanic consumers are highly tech-savvy and engage heavily with digital platforms. They are more likely to shop online, use mobile devices, and engage with brands on social media. This digital proficiency influences their purchasing decisions significantly—particularly through online reviews and influencer endorsements.

64% *like to try new products*

Source: NIQ Homescan Panel Private Label Survey 2024

Influence of identity

How identity impacts Hispanic consumers' purchase decisions



Identity heavily influences the daily lives—and choices—of Hispanic consumers. Remember, almost three out of four (**71%**) still take part in the traditions and culture of their family's heritage, and three in five (**61%**) feel responsible for preserving the traditions and culture of their family's heritage.

However, many face challenges balancing cultural duality—navigating both Hispanic and American cultural identities—and feel alienated by a lack of representation in media and advertising.

These challenges present an opportunity for CPG firms. For example, brands and retailers can stand out from the competition in today's landscape by prioritizing more authentic and diverse representation in communications or crafting messaging that helps Hispanic consumers feel their identities are being celebrated and preserved.



Hispanic shoppers face growing pressures



Economic uncertainty:

Hispanic Consumer Sentiment index rising to **85.3** in 2024 (up from 76.3 last year). Despite optimism, economic challenges such as inflation and wage stagnation still impact their financial outlook.



Cultural representation:

Many Hispanic consumers feel inadequately represented in media and advertising. Only about half are satisfied, highlighting a need for more authentic and diverse representation in mainstream media.

Sources: [The State of Hispanic Consumers 2023](#) | [MRI-Simmons](#), [Leverage Hispanic Media Insights for Brand Impact](#) | Collage Group

Challenges continue

Language and identity:

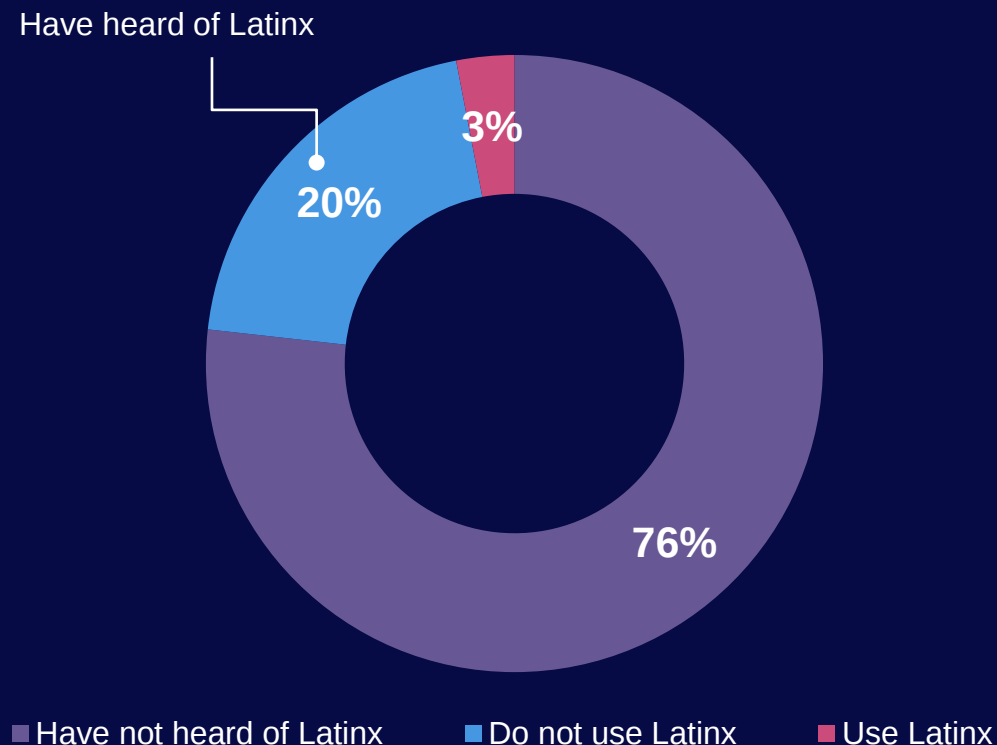
The diverse linguistic and cultural backgrounds of the Hispanic community pose unique challenges in terms of identity. While terms like "Hispanic" and "Latino/Latina" are generally accepted, the term "Latinx" remains polarizing—especially among older demographics.



Sources: [Leverage Hispanic Media Insights for Brand Impact | Collage Group](#), [Who is Hispanic? | Pew Research Center](#)

Most Latino adults have not heard of the term Latinx, and few use it

% who ...



Note: "No answer" responses are not shown.

Source: Survey of U.S. Latino adults conducted Dec. 3-23, 2019. "About One-in-Four U.S. Hispanics Have Heard of Latinx, but Just 3% Use It.", **Pew Research Center**

Identity rooted in heritage

Cultural duality:

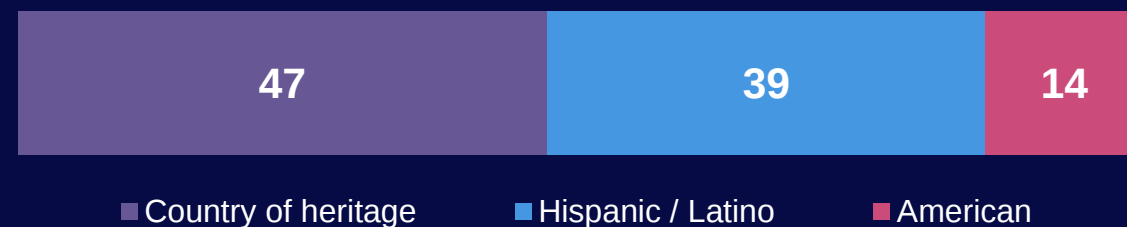
Many Hispanics navigate a balance between maintaining their cultural heritage and integrating into American society. This duality allows for a rich tapestry of cultural expressions, which can be leveraged by brands to create more meaningful and resonant marketing campaigns.



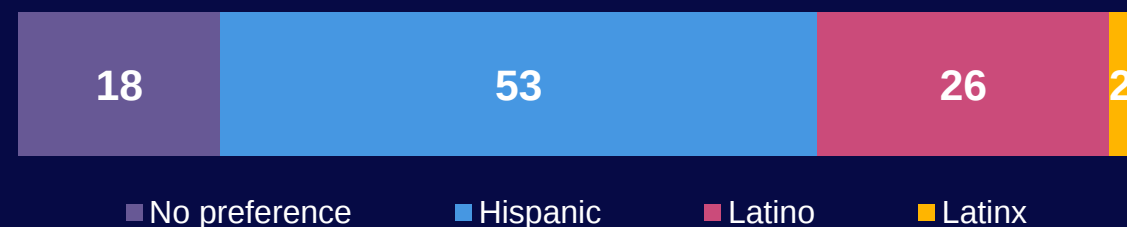
Source: [Who is Hispanic?](#) | Pew Research Center

Hispanic describe their identity in different ways

% of Hispanics saying they describe themselves most often as ... (2019)



Do you prefer the term Hispanic, Latino, or Latinx? (2022)



Note: "No preference" is a voluntary response. Other voluntary responses are not shown. Share of respondents who didn't offer a response is not shown.

Source: National Survey of Latinos conducted in 2019 and 2022, **Paw Research Center**

Online and offline community drives engagement

Community:

Participating in community events and supporting local Hispanic causes can enhance brand reputation and loyalty.

Digital engagement:

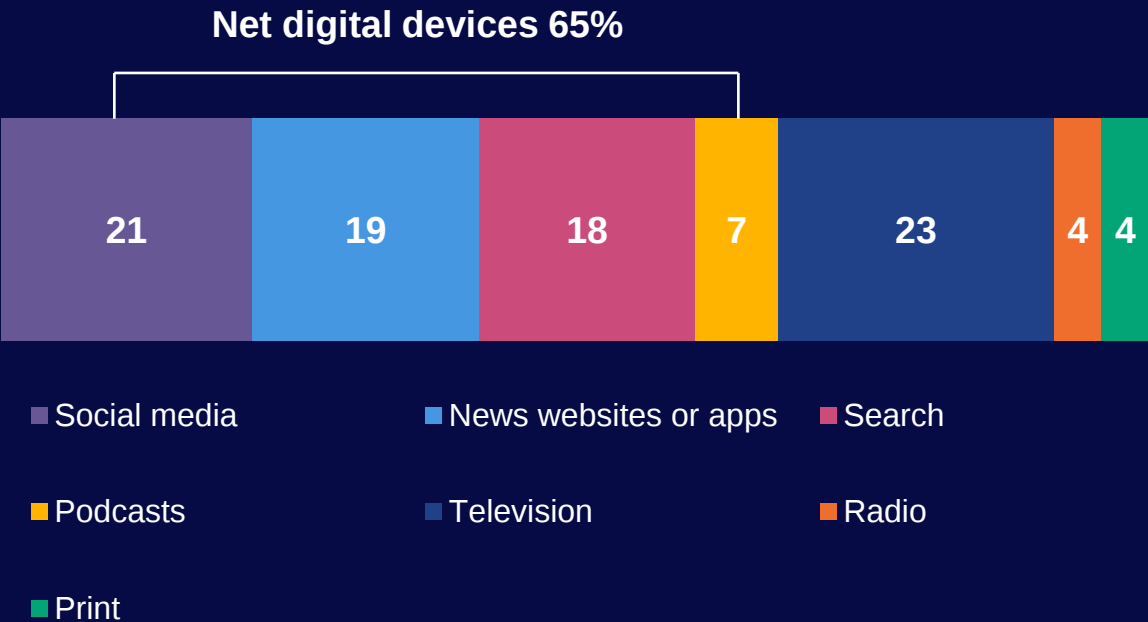
Hispanic Americans are highly active in digital spaces, particularly on social media platforms that cater to their cultural needs. This trend offers brands an opportunity to connect with this audience through targeted digital marketing strategies.



Sources: [Leverage Hispanic Media Insights for Brand Impact | Collage Group](#), [How Hispanic Americans Get Their News | Pew Research Center](#)

Most Latinos prefer digital devices for news

% of U.S. Latino adults who say they prefer ____ for getting news



Note: Latino adults are of any race. Respondents who did not answer or do not get news on any of these platforms are not shown.

Source: Survey of U.S. adults conducted Sept. 25-Oct. 1, 2023. "How Hispanic American Get Their News," **Paw Research Center**

Summary

Hispanic consumers: What to know



- Hispanic consumers are a rapidly expanding demographic, with their buying power estimated at **\$2.4T** in 2024. Their population is **64 million—19%** of the U.S. population—and is expected to grow to **111M (28%)** by 2060.
- Total U.S. growth is generally driven by growth of Hispanic consumer spending. Increasing the average Hispanic household's trip by one per year is a **\$700M** opportunity.

Key factors for engaging this increasingly influential consumer group include:

- Offering products at a variety of price points and clearly communicating value
- Incorporating culturally relevant content, such as celebrating Hispanic heritage or acknowledging cultural holidays, in communications
- Participating in community events and supporting local Hispanic causes
- Engaging with Hispanic consumers in relevant digital spaces and through influencers

Sources: The Hispanic Population in the United States: 2023 | U.S. Census Bureau, NIQ Homescan Panel Life Moments Survey 2024





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