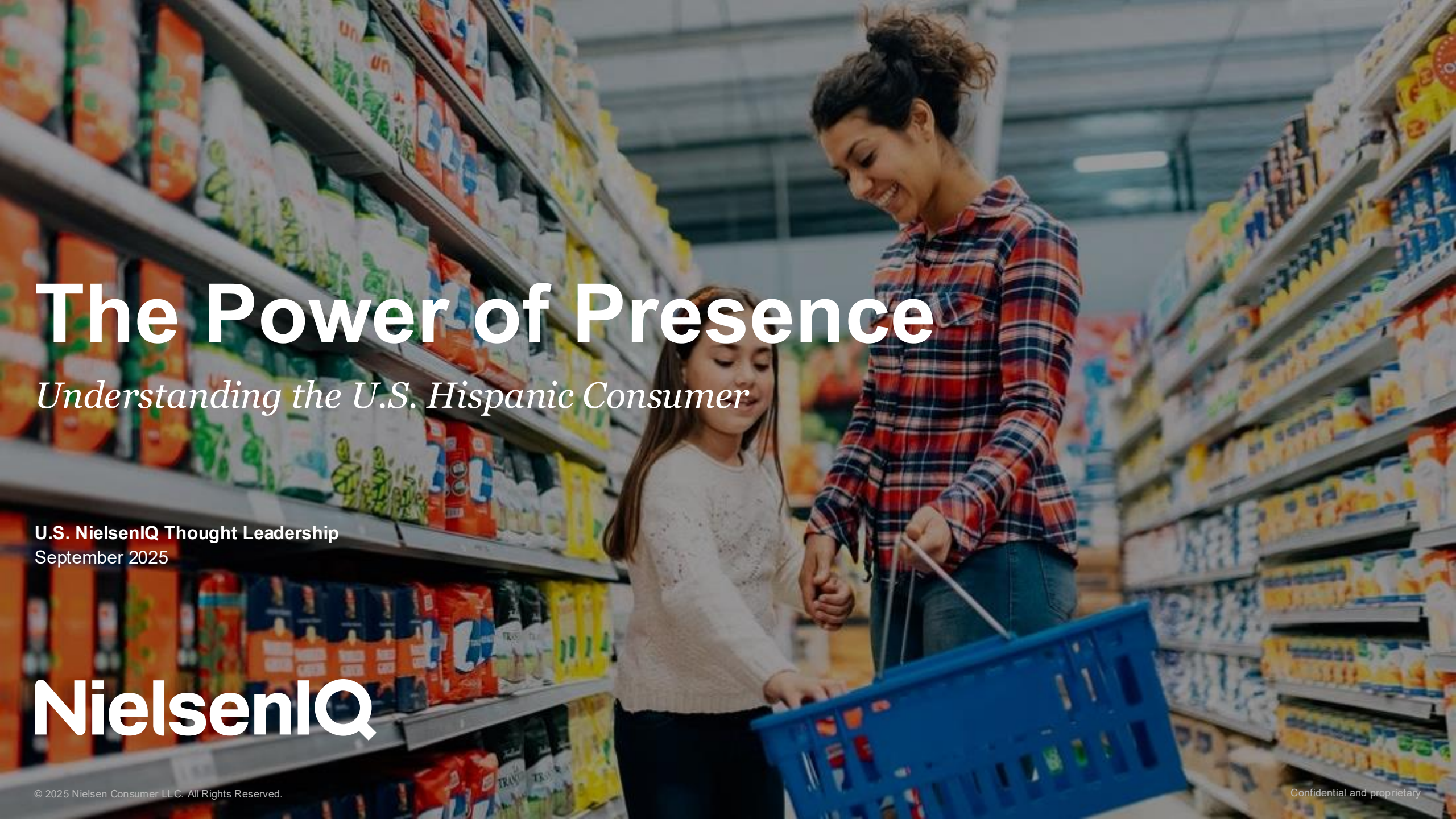




The Power of Presence

Understanding the U.S. Hispanic Consumer

U.S. NielsenIQ Thought Leadership
September 2025

NielsenIQ

Note on Terminology: Use of “Hispanic”

In this analysis, we use the term “**Hispanic**” as it aligns with the standardized language and categorization across NielsenIQ tools and datasets. **We recognize that this term may not fully capture the rich diversity and cultural identities within the broader Latin communities**, which include individuals of various countries of origin, racial backgrounds, and lived experiences.

The intent is to be inclusive and respectful in representation. While “Hispanic” is used for consistency and comparability in data reporting, **it is meant to encompass the full spectrum of Latin American heritage and identity**. We remain committed to evolving our language and frameworks to better reflect the communities we serve and to foster greater cultural understanding and inclusion in our insights.

*What is the **HOLA** Employee Resource Group (ERG) at NielsenIQ?*

NielsenIQ’s first ERG launched in December 2006, and is a community interested in creating an inclusive work environment that leverages diverse backgrounds to build high performing teams and make an impact on the NielsenIQ business. By participating in **HOLA**, employees are able to learn and share unique perspectives on the Hispanic/Latino community, clients, and employee culture.



HOLA

Hispanic
Organization
of Leaders in
Action

The U.S. Hispanic population represents one of the most dynamic and resilient consumer segments in the country. With deep cultural roots, strong community ties, and growing economic power, Hispanic consumers are shaping shopping trends across retail. Hispanic purchasing decisions are often guided by a blend of tradition and modernity, with a strong value proposition at the center.

Hispanic shoppers are highly engaged, digitally connected, and responsive to brands that reflect their identities and values. From a preference for fresh and culturally relevant food products to loyalty toward brands that celebrate diversity and inclusion, Hispanic influence is reshaping how retailers think about assortment, marketing, and customer experience. Understanding where Hispanic consumers shop, what they buy, and why they buy is essential for any brand or retailer looking to drive growth and build lasting relationships with this growing demographic.

This piece serves as a foundation for further exploration and understanding of the current sentiments and pressures influencing shopping behaviors of Hispanic consumers.



\$2.7T

*Spending
Power*

What's included

The Power of Presence:
Understanding the Hispanic Consumer



The U.S Hispanic Population



What and where is the Hispanic consumer purchasing

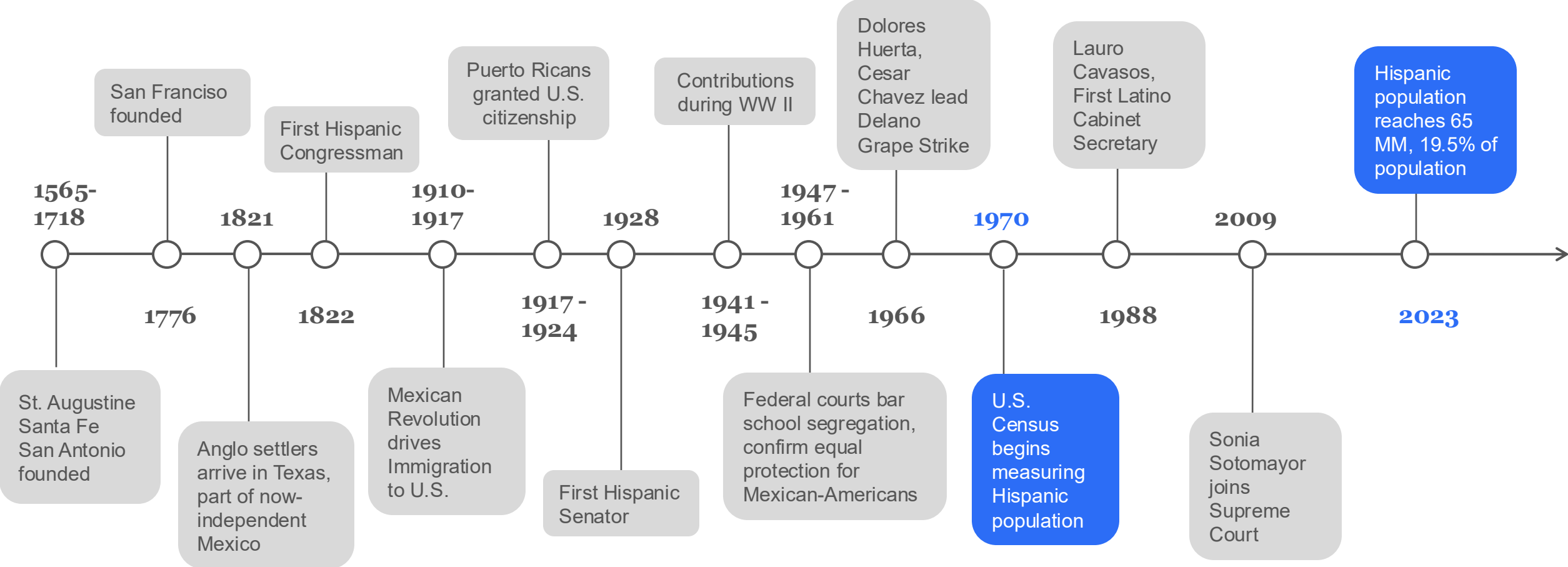


Values and attitudes of the Hispanic consumer



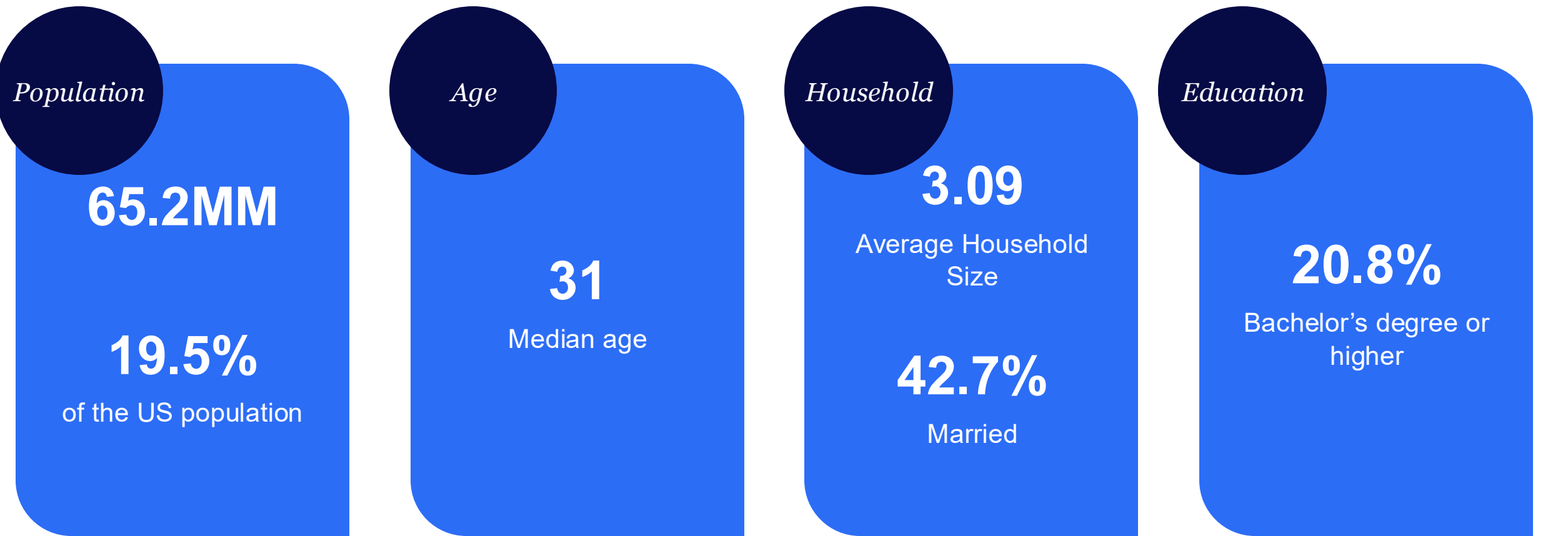
The future Hispanic consumer

Hispanic people & culture have always been an integral part of the United States



[Hispanic History Milestones: Timeline](#); [Latino History and Culture | National Museum of the American Latino](#) [Hispanic History Milestones Timeline](#); [Mendez v. Westminster: The Mexican-American Fight for School Integration and Social Equality](#) [Pre-Brown v. Board of Education – Federal Bar Association](#); [Measuring Race and Ethnicity Across The Decades: 1790–2010 - U.S. Census Bureau](#); [Lauro Cavazos, First Hispanic Cabinet Member, Dies at 95 - The New York Times](#); [Sonia Sotomayor: Biography, Supreme Court Justice, Federal Judge](#);

The Hispanic population is expected to increase to around 26 percent by 2060

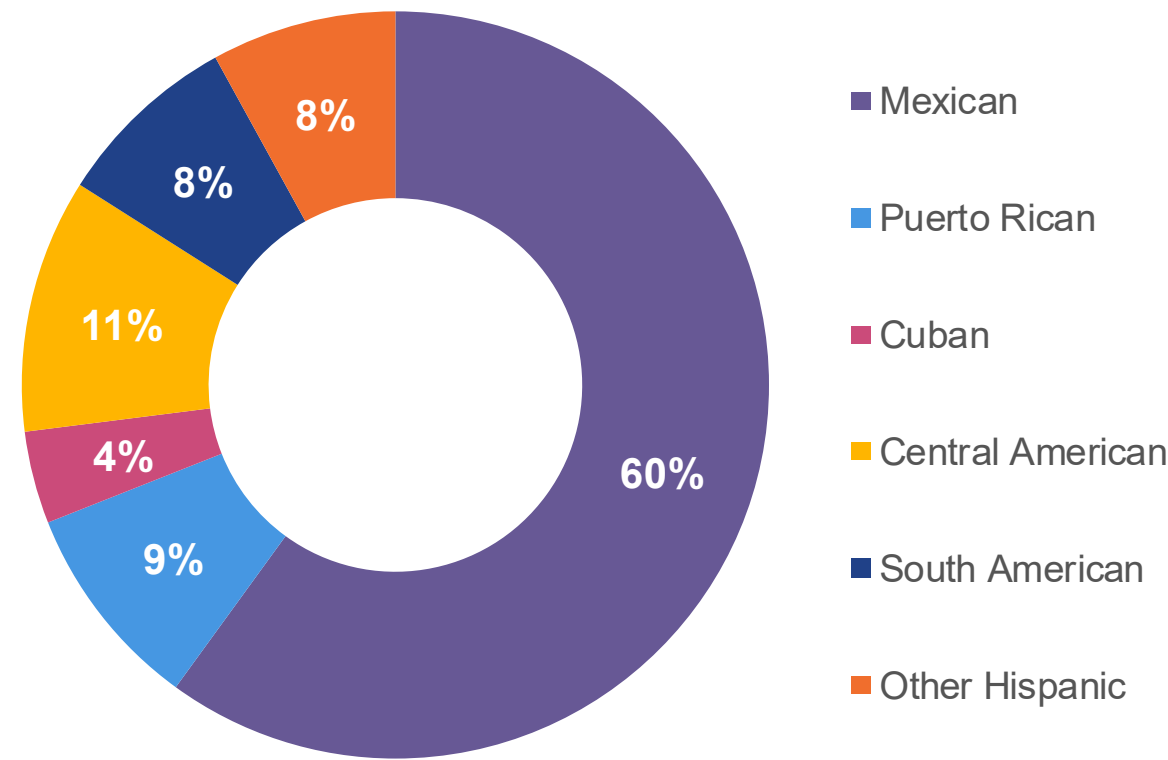


Source: United States Census Bureau

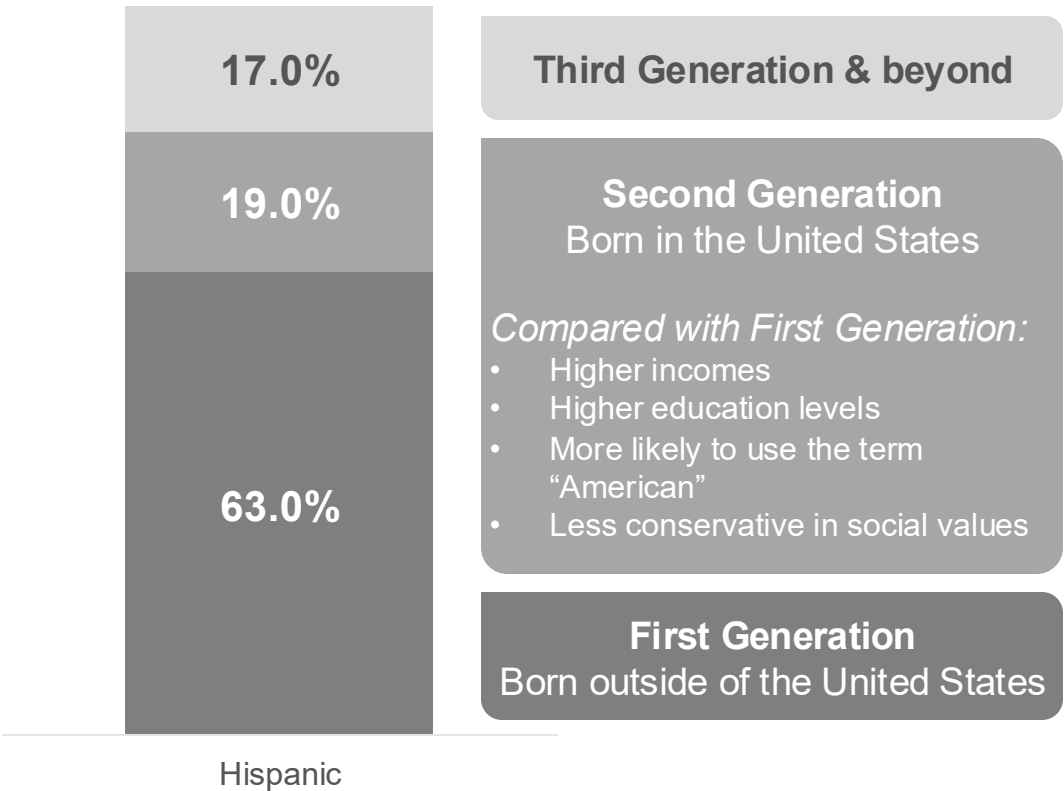
Representing various nationalities, cultures, and backgrounds

First Gen vs Second Gen Hispanic consumers sometimes exhibit different behaviors

Hispanic Country/Region of Origin



Percentage by Generation



Source:[1] The Hispanic Population in the United States: 2023 (census.gov); [2] Pew Research: [Generational Differences](#) | Pew Research Center

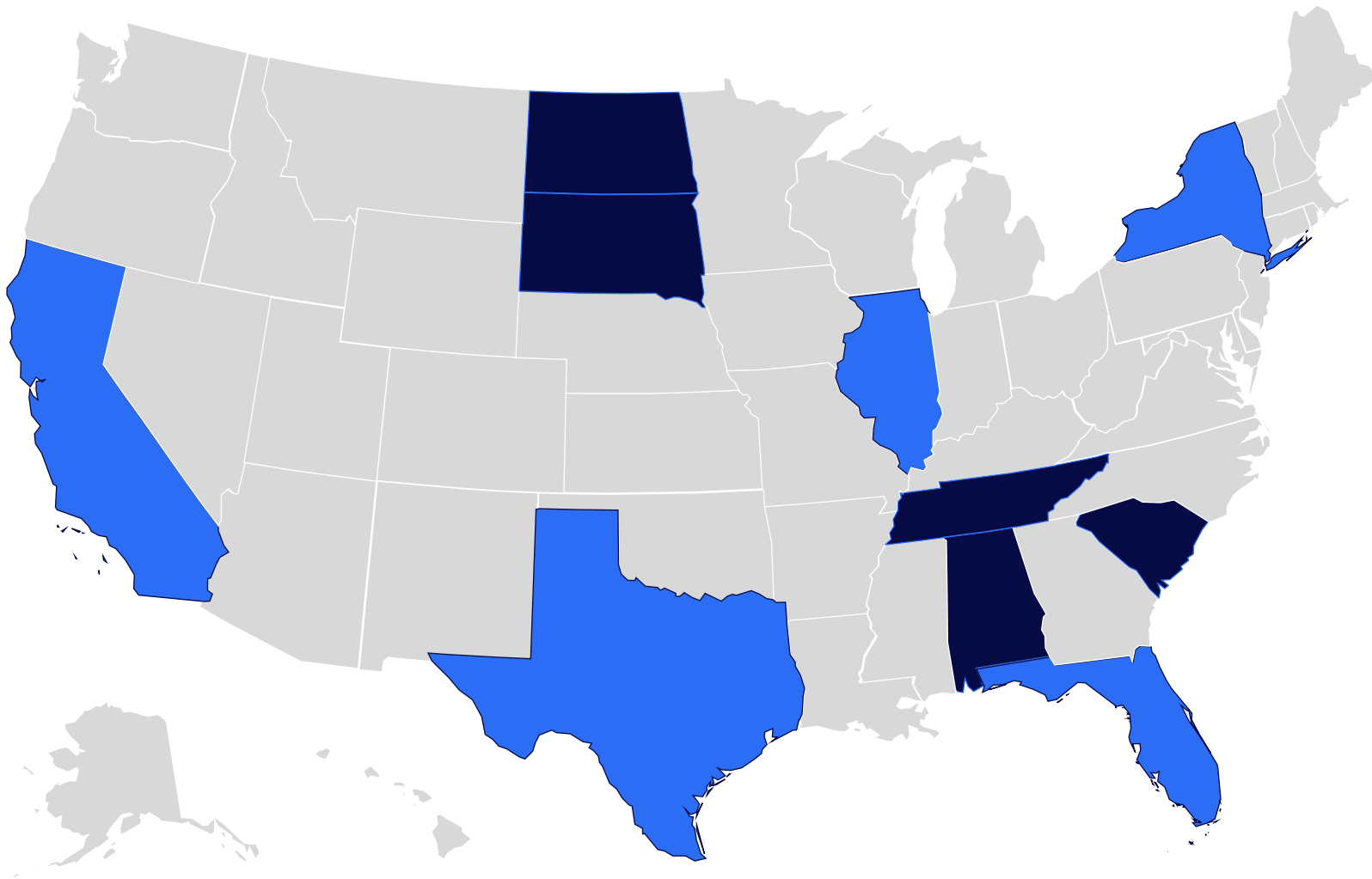
58% of Hispanic consumers reside in five states



Top 5 States where
Hispanic population
resides



Top 5 Hispanic
population growth by
state between 2000-23



Source: Statista

Hispanic



23%

Contribution to \$
Growth; 157 index



\$16,819

Buy rate



366

Occasions
per buyer



\$45.93

Dollar per
occasion



*Hispanic Households make up 14.7% of Total
U.S. households, but spend 15.0% of the dollars*

Total U.S.



+6.7%

\$ Growth



\$16,489

Buy rate



360

Occasions
per buyer

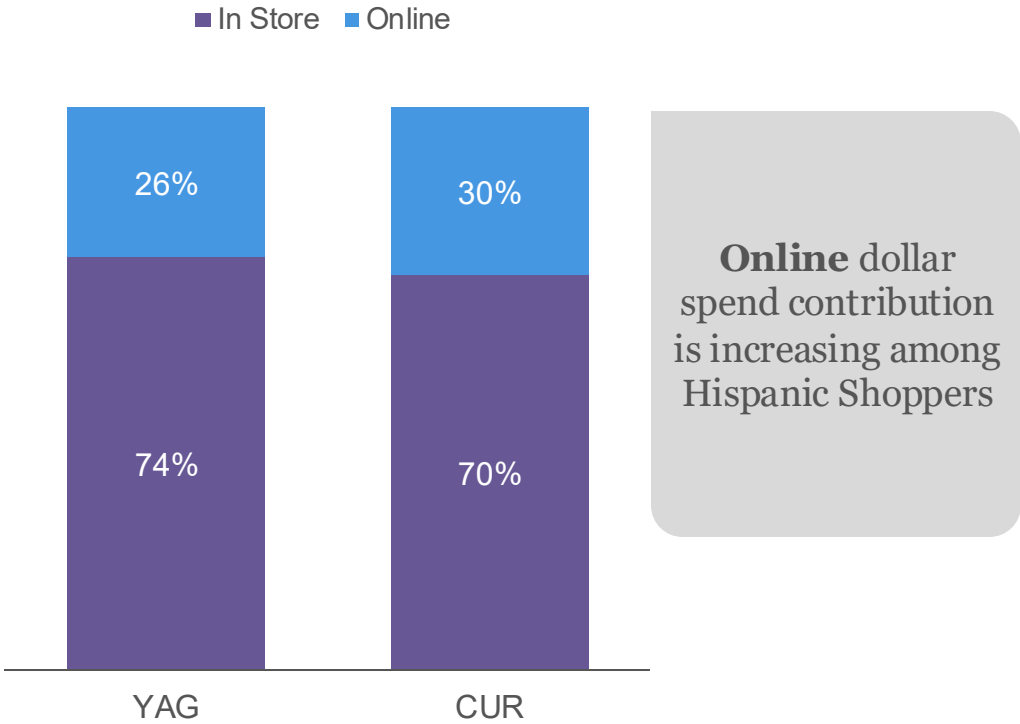


\$45.79

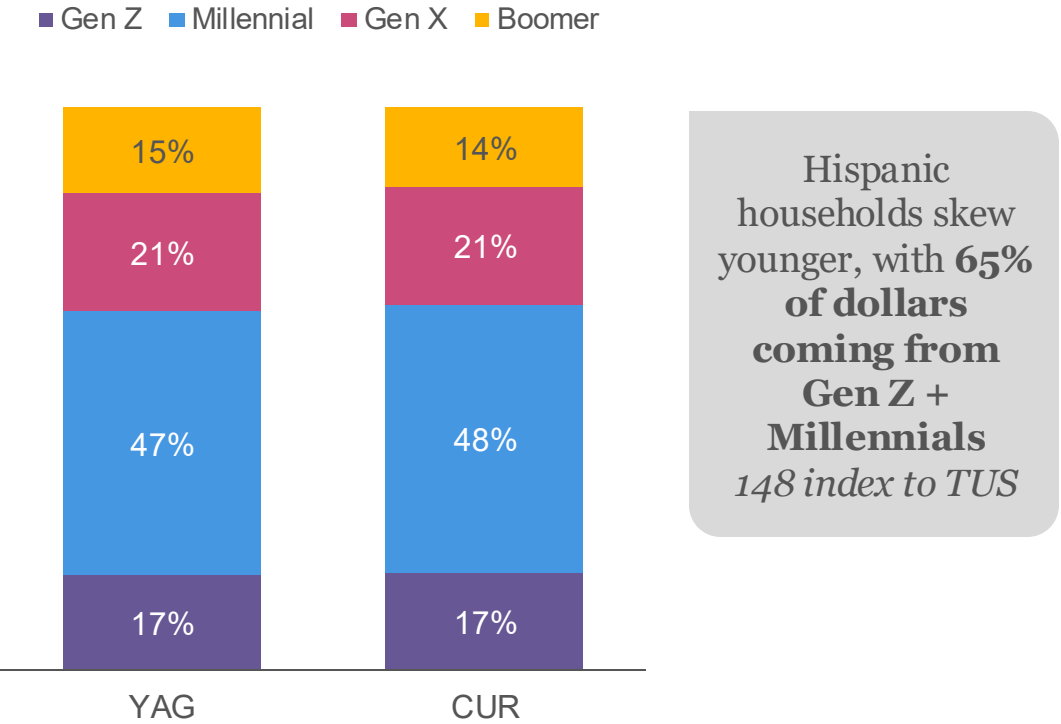
Dollar per
occasion

Hispanic shoppers are shifting spend online, with increased contribution from younger demos

% of Dollars from In Store vs Online
Hispanic Households



% of Dollars by Generation
Hispanic Households



Source: NielsenIQ Panel On Demand Expanded Omnishopper | US EXP OSH - NDH Synd Full View - 444 5-yr; L52 weeks ending 08/09/2025

Two thirds of dollar spend are in Grocery and Mass Merch, with Warehouse/Club growing

Most channels are growing due to an increase in Hispanic buying households

	Channel	Growth	Occasions per buyer	Dollar per occasion	Share
	Beauty Supply	+15.8%	9.9	\$50.60	2%
	Convenience	+7.4%	44.6	\$14.82	3%
	Department	+7.5%	8.5	\$88.28	3%
	Dollar	+4.5%	32.1	\$17.69	3%
	Drug	+4.1%	23.9	\$21.31	3%
	Grocery	+6.1%	106.6	\$42.51	27%
	Liquor	+13.1%	6.0	\$48.52	0.4%
	Mass Merch	+12.9%	128.6	\$51.46	39%
	Pet	+5.3%	8.0	\$50.75	1%
	Warehouse/Club	+19.5%	28.7	\$108.86	15%

Source: NielsenIQ Panel On Demand Expanded Omnishopper | US EXP OSH - NDH Synd Full View - 444 5-yr; L52 weeks ending 08/09/2025

All Other = 4%

Top 1-10 categories in Target Track xAOC



Prepared Foods

\$6.5B,
+1.3%
93 index



Salty Snacks

\$5.1B,
+0.5%
107 index



Soft Drinks

\$5.0B,
+6.8%
102 index



Paper & Plastics

\$4.3B,
+1.5%
106 index



Vegetables

\$4.0B,
+2.5%
95 index



Candy, Gum, Mints

\$3.8B,
+6.4%
92 index



Beer/FMB/Cider/Seltzer

\$3.5B*,
-0.8%
109 index



Fruit

\$3.5B,
+8.4%
115 index



Pet Food

\$3.4B,
+1.1%
90 index



Cheese

\$3.4B,
+4.8%
102 index

Source: NIQ Target Track US xAOC during Latest 52 Wks - w/e 08/23/2025; *Will not include Liquor Channel purchases; Index is from NIQ Spectra | Report Builder Report | Homescan Product Library | September 25. Demand Index above 100 means the Hispanic consumers are more likely to purchase the product than the average US consumer

Top 11-20 categories in Target Track xAOC



Desserts
\$3.0B,
+2.3%
94 index



Laundry Care
\$2.8B,
+2.5%
126 index



Fresh Meat
\$2.4B,
+10.0%
110 index



Processed Meat
\$2.4B,
+3.4%
98 index



Eggs
\$2.3B,
+51.5%
122 index



Milk Products
\$2.3B,
+4.1%
106 index



Hair Care
\$2.2B,
+5.0%
138 index



Cookies & Crackers
\$2.2B,
-0.8%
100 index



Water
\$2.1B,
+0.1%
132 index



Vitamins & Supplements
\$1.9B,
+6.4%
94 index

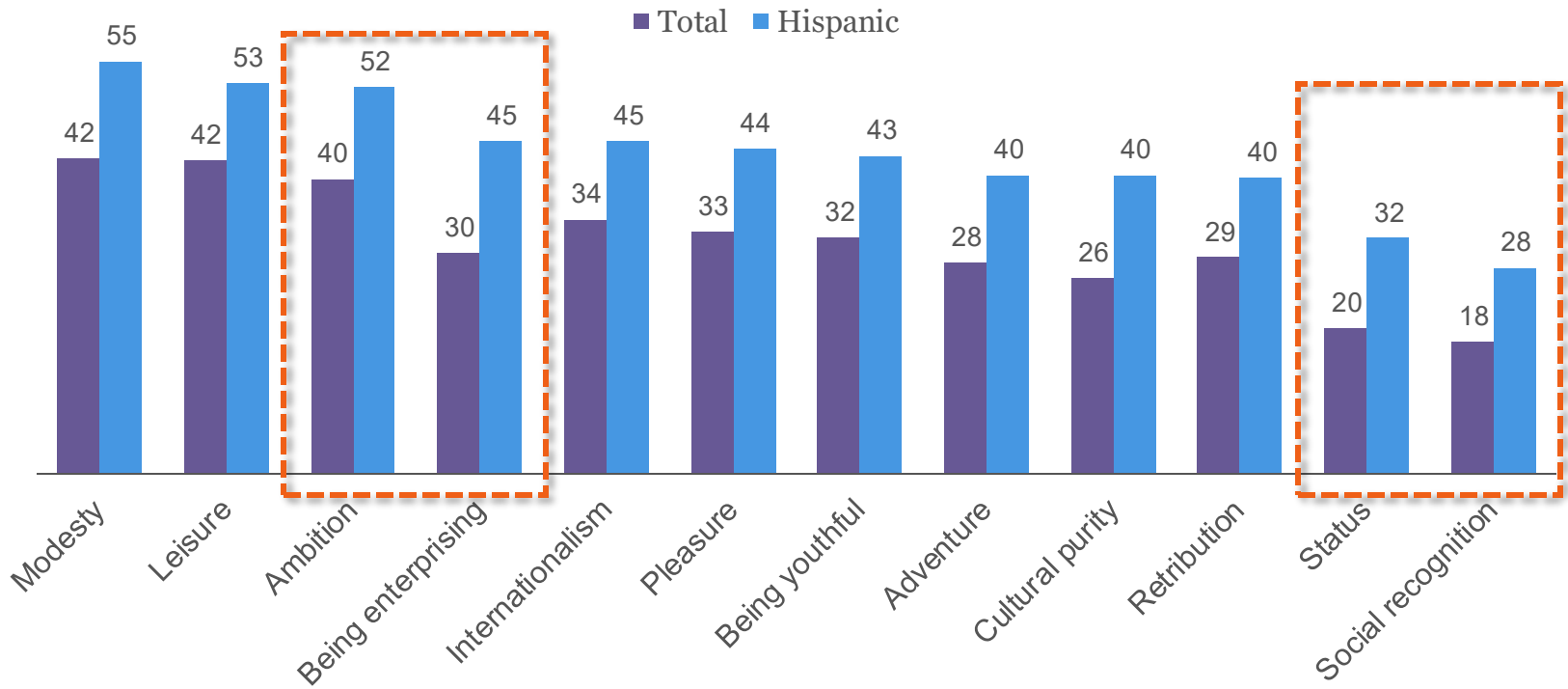
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Hispanics value hard work, ambition, and family with a greater connection to traditional values

Top 10 values for Hispanics

- Honesty
- Protecting the family
- Freedom
- Self-reliance
- Authenticity
- Self-esteem
- Knowledge
- Health & fitness
- Working hard
- Stable personal relationships

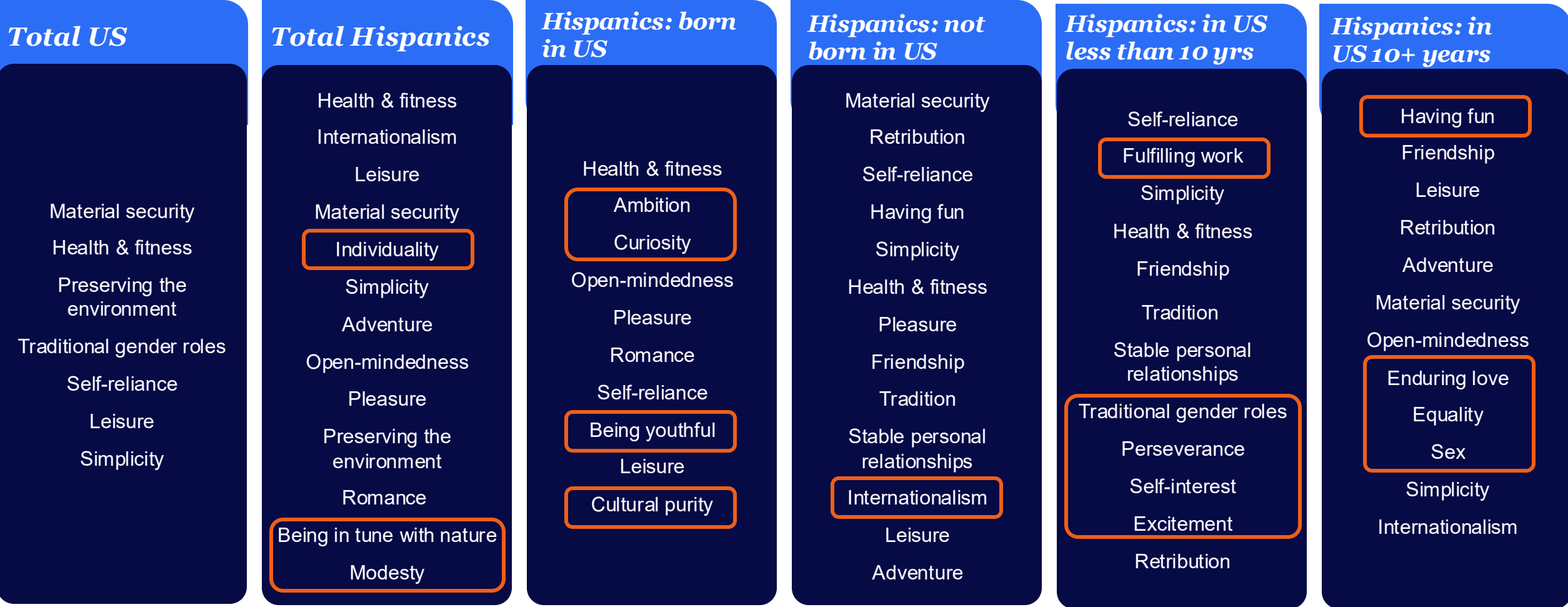
More popular Values among Hispanic consumers with the largest gap between Total US and Hispanics



Source: NielsenIQ Consumer Life 2025, % of respondents who agree that each value is a guiding principle in their lives (top-2 box agreement on a 7 point scale, total of 57 values are rated)

Hispanics' evolving values diverge from average due to nuances beyond standard demographics

Fastest-rising personal values, 2018-2025 (based on values ranks from a list of 57)



Source: NielsenIQ Consumer Life 2025, % of respondents who agree that each value is a guiding principle in their lives (top-2 box agreement on a 7 point scale, total of 57 values are rated)

Outliers vs. other Hispanic groups

While on par with Total US for optimism, Hispanic consumers are eager for future opportunities

39%

of Hispanics think the country is headed in the right direction, the same as the average US consumer

Highest among Bilingual Hispanics

35%

of Hispanics think the US economy is generally fair at providing opportunities to get ahead, compared to **31%** of total US

Highest among Bilingual Hispanics

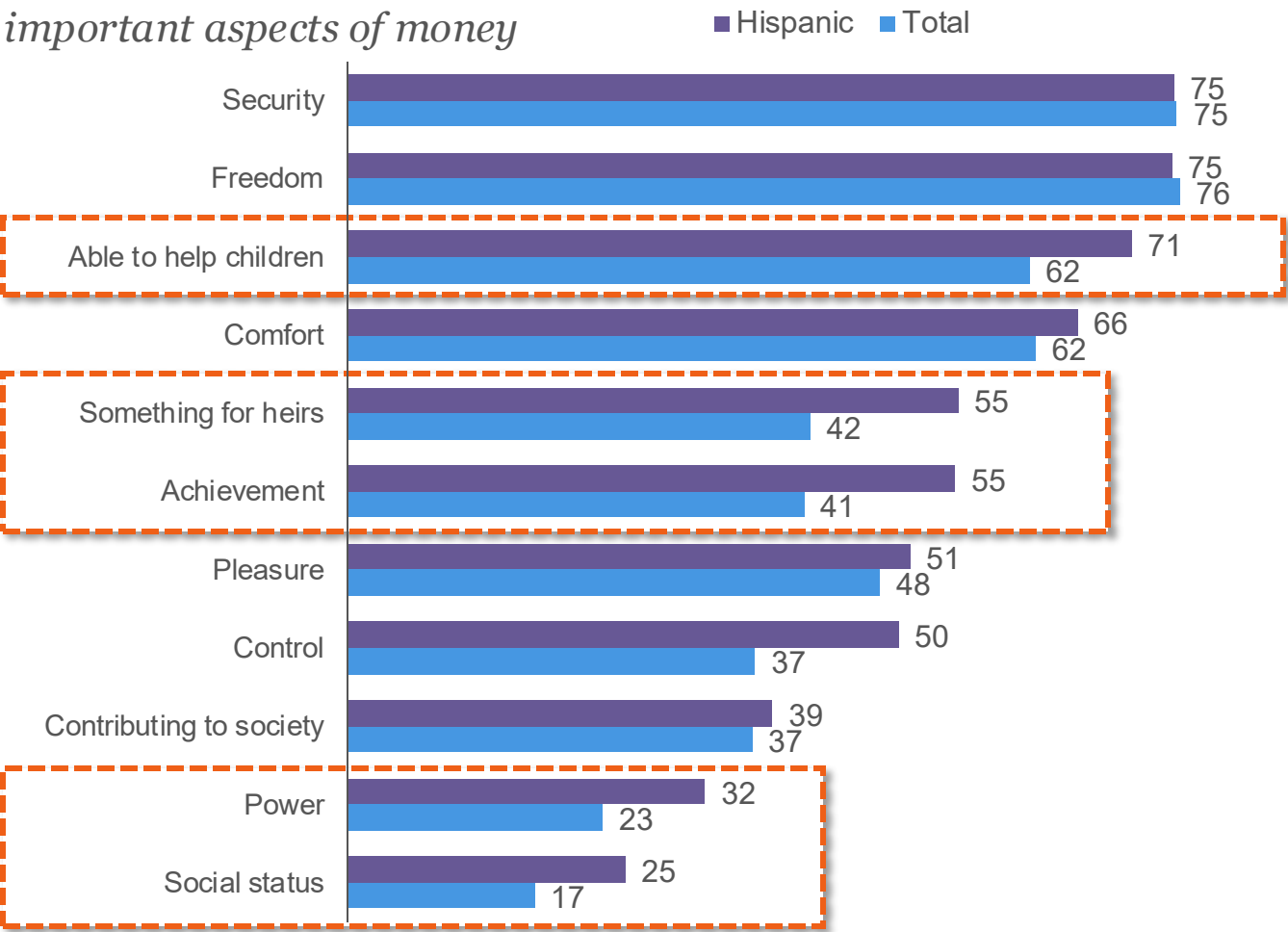
75%

of Hispanics are confident that their economic situation will improve in the next 12 months, compared to **60%** of total US

Highest among Bilingual Hispanics

Hispanics have more concern for immediate financial issues such as credit ratings and job security, as they are more likely to associate money with their roles as providers and achievers

Very important aspects of money



Financial Concerns:



Largest gap comparing
Hispanics to total US

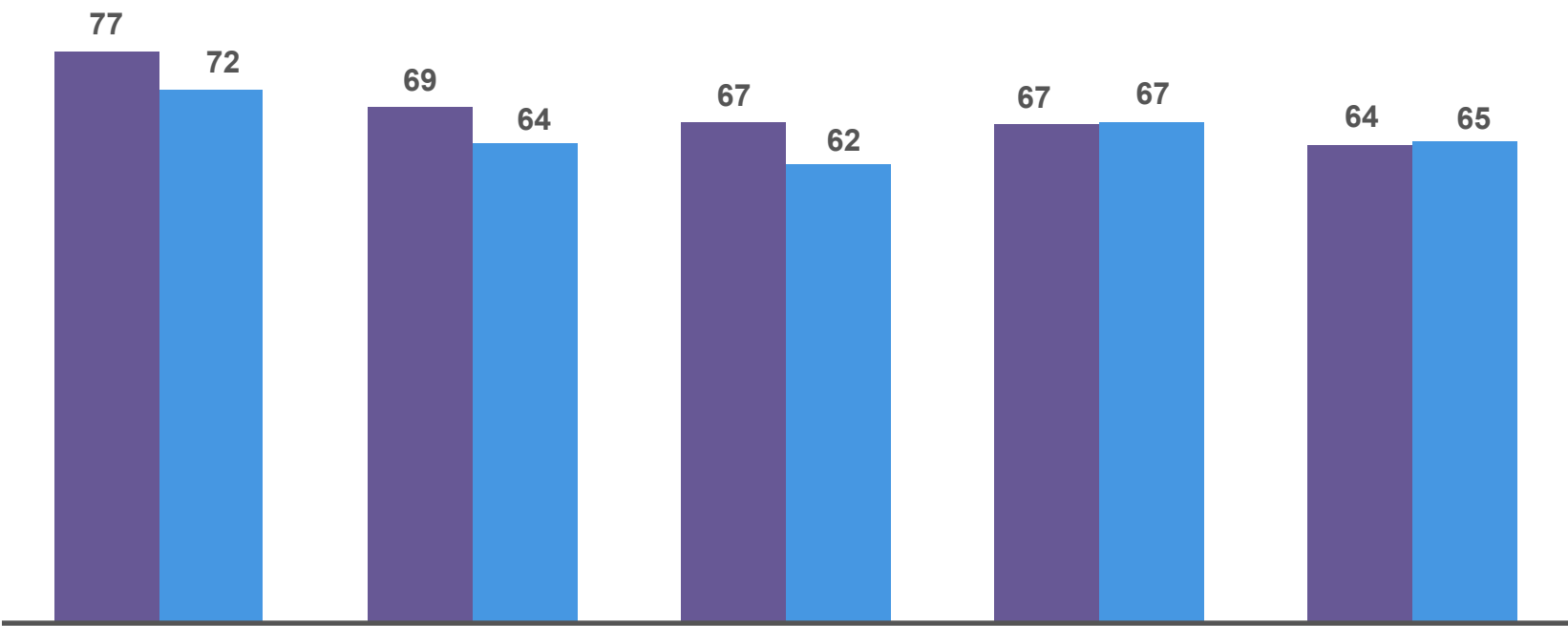
- Credit rating (+9 pts)
- Job security for self/someone in HH (+8 pts)
- Housing cost (+7 pts)
- Recession & unemployment (+4 pts)
- Money to live right/pay bills (+3 pts)
- Debt level (+3 pts)

Source: NielsenIQ Consumer Life 2025

Value reigns supreme, though sustainable claims are just as important to Hispanic consumers

Perceived believability of each type of claim made by companies
(%, top 2 box)

■ Hispanic ■ Non-Hispanic



Led by:

English
Dominant
Bilingual

English
Dominant
Bilingual

Spanish
Dominant

English
Dominant

Bilingual

Source: NielsenIQ Consumer Life 2025

Authentic representation, partnerships, and flavors drive Hispanic engagement

Hispanic inspired flavors in snacks



Celebrity partnerships & engagement



Bad Bunny starred in the Ritz Cracker Super Bowl commercial, and the brand is also an official sponsor his 30-night “No Me Quiero Ir de Aquí” residency. Ritz even debuted a special pop-up experience for fans.

Oreo partnered with Selena Gomez on a limited-edition chocolate and cinnamon cookie. The brand noted it was one if it stop selling launches.



Authentic representation matters



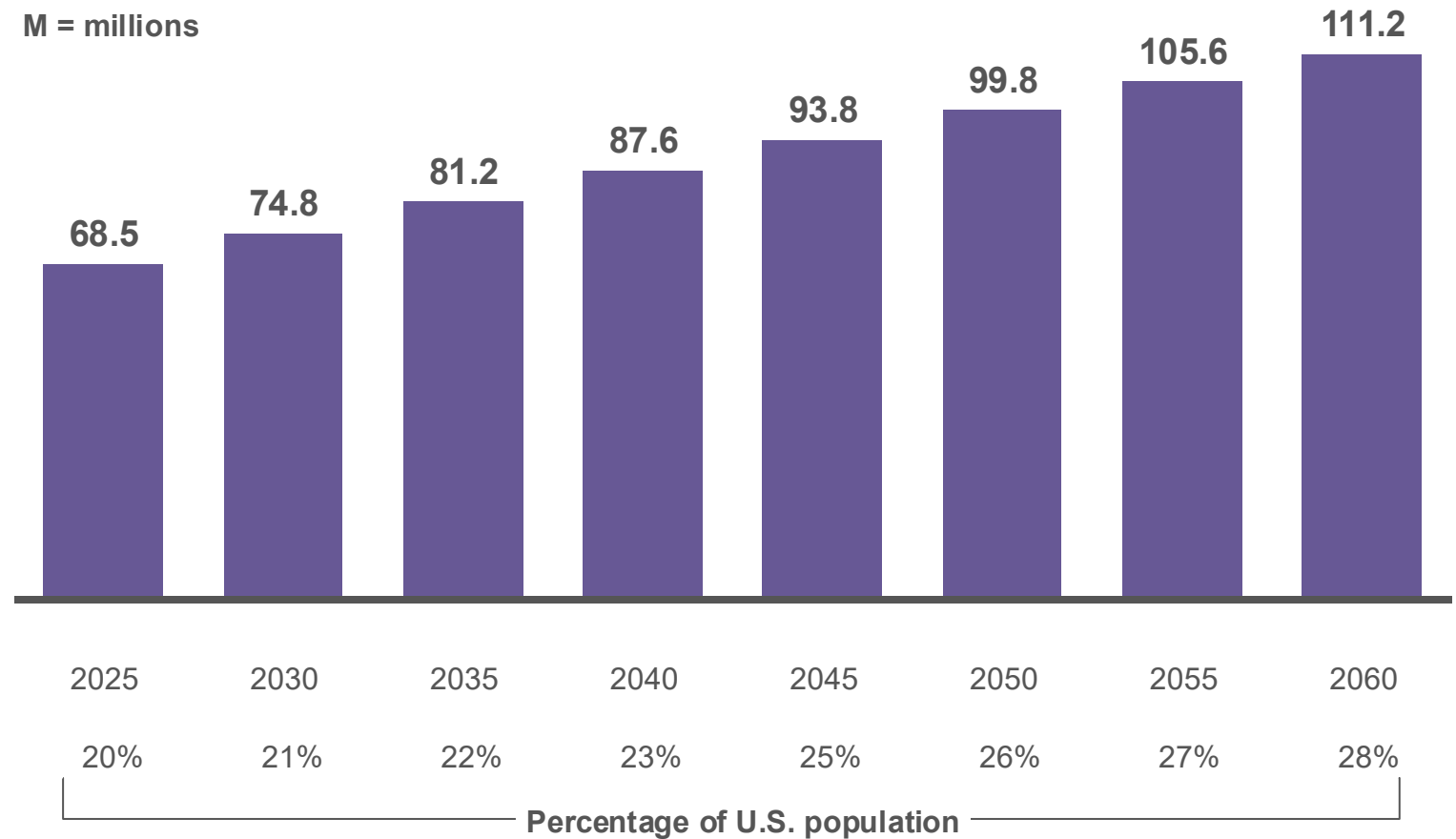
“Latino viewership doubles when Latinos are represented on- or off-screen, underscoring the importance of authentic portrayals and inclusive storytelling.” (McKinsey).

The future U.S. population will be largely multicultural and diverse

Hispanic population to reach 111 million by 2060

Projected Hispanic Population 2025 to 2060

M = millions



Source: [Hispanic Population to Reach 111 Million by 2060 \(census.gov\)](https://www.census.gov/data/tables/2019/other-releases/hispanic-population-projections.html)

Hispanic consumers: *What to know*

- U.S. Hispanic consumers are one of the most dynamic growth engines, with **\$2.7T spending power** and a population of **65 million—19.5% of the U.S. population**. By 2060, they are projected to reach ~111 million (~28%)
- Hispanic influence spans **generational, cultural, and digital dimensions**, shaping trends in food, beauty, wellness, and household categories
- Hispanic households are increasingly becoming **omnichannel power shoppers**.

Key factors for engaging this influential consumer group:

1. **Value-Driven Messaging:** Emphasize affordability, quality, and trust—Hispanic consumers are highly responsive to “good value” as well as sustainable claims
2. **Cultural Relevance:** Celebrate Hispanic heritage, traditions, and holidays in marketing and product offerings
3. **Community Connection:** Support local Hispanic initiatives and participate in community events to build brand loyalty
4. **Assortment & Accessibility:** Offer products that reflect cultural preferences across food, beauty, and household categories, and ensure availability in multicultural-skewed stores



Want to learn more about Hispanic consumers?

Available NIQ Solutions

NIQ Omnishopper & Spectra

Omnishopper: Comprehensive and granular insights into shopper behavior, demographics, brand penetration, shifting and leakage across online and in-store.

Spectra: HispanIQ solution uses consumption behavior to segment Hispanic consumers into levels of acculturation for targeting execution.

Consumer Life

The longest-standing consumer trends study of its kind, with 50+ years of trend in the US. Helps brands future-proof their business with long-term insights on cultural trends and consumer values, with the ability to understand key demographic cohorts over time.

Target Track

Enables the identification of multicultural skewed stores within xAOC universe to better understand markets that skew towards Hispanic & Black consumers to better tailor assortment, marketing campaigns, and promotion activity.

Surveys & Segmentation

Homescan, Omnibus and Trigger Surveys, Omnichannel Shopper Fundamentals, Category Shopping Fundamentals, Store Choice Drivers – to understand how shoppers connect with categories.

Thank you!

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