



Despite making up nearly a fourth of the US population, research shows that marketers only dedicate about [6%](#) of marketing budgets to the Hispanic community. The unmet demand from this group represents a significant opportunity for brands to reach new customers and build stronger relationships with the community. While Hispanics continue to face discrimination and underrepresentation, they have played an instrumental role in forming American culture as we know it today and are poised to make a significant mark on its future. Targeting this powerful segment requires careful consideration of their unique perspectives and a deep understanding of their nuanced, multicultural identities. Rather than being understood as a monolith, Hispanics should be understood as a broad group that shares language and intertwined cultures, while varying based on country of origin, residential region, age, and individual interests. In this report, we gather key insights and fresh areas of opportunity for Hispanic Gen Z and Millennial consumers, who make up a significant portion of their generational cohort and whose purchasing power is growing rapidly.

A note on language: *Hispanic is a pan-ethnic term used to describe the US population who originate from Spanish-speaking countries. While the terminology is still debated and varies in use among individuals, Hispanic, Latino, Latina, Latinx, and Latine are generally used interchangeably. The distinction is often made that Latino/a/x/e refers to individuals originating from any Latin American country, including Brazil; while Hispanic only refers to individuals from Spanish-speaking countries, including Spain. While Latinx has grown in use as a gender-inclusive alternative to Latino, only [3%](#) of Hispanic people use the term. The FS Culture team has chosen to use the term 'Hispanic' consistently throughout this report.*

Consumer Snapshot: **HISPANIC GEN Z & MILLENNIALS**



The Hispanic population makes up nearly **20%** of the total US population (62.1 million people) and has grown **23%** since 2010.



92% of the Hispanic population originates from ten countries: Mexico, Puerto Rico, Cuba, El Salvador, Dominican Republic, Guatemala, Colombia, Honduras, Ecuador, and Peru.



More than half (**54%**) of the Hispanic American population are English-dependent or bilingual with English preferred. Only 32% of the Hispanic American population are Spanish-dependent or bilingual with Spanish preferred. 14% are bilingual with no preference between Spanish and English.



Today, **23.5%** of the US Millennial population is Hispanic; and by 2026, 27.2% of the US Gen Z population will be Hispanic.



The Hispanic Consumer Buying Power was **\$1.9 trillion** in 2020 and was projected to reach \$2 trillion in 2021.



Natalia Gallego (Painter)

Consumer Snapshot: **HISPANIC GEN Z & MILLENNIALS**

1 “HYPERCULTURAL” COMMUNICATIONS

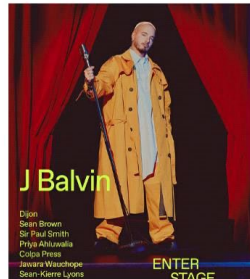
Coined by Latina venture capitalist Ilse Calderon, the term “hypercultural” has been used to describe young Hispanics, referring to their diverse mix of cultural influences. Survey data from Ipsos reveals that Millennial and Gen Z Hispanics are most influenced by Hispanic culture in the US, rather than their family’s country of origin. Millennial and Gen Z Hispanics are also more likely than other groups to be influenced by their generational and online social cultures on a daily basis. Yet, Hispanics are still **more likely** to support brands that feature Hispanics in their communications. The diverse sources from which Hispanic Gen Z and Millennials draw their expression are reflected in the rise of a new generation of influencers who appeal to Hispanic audiences and have reach beyond. Partnering with influencers that represent a combination of the consumer’s culture and niche interests can bring a powerful advantage to brands looking to cultivate trust and loyalty from young Hispanics.



Marc Jacobs’ **Heaven**—one of the most highly sought brands among fashion-forward Gen Z—featured Honduran American vlogger and comedian Enya Umanzor in its AW21 zine, which was packed with the faces of youth subcultures.



Ebay is reaching out to young Hispanics through partnerships with leading Hispanic tech YouTubers like **Krystal Lora**. Lora has garnered over 320k loyal followers with her videos breaking down and reviewing the latest consumers tech.



Luxury e-tailer **SSENSE** recently featured Colombian rapper J Balvin—one of the most influential musicians among young Hispanics—on the cover of their print and digital magazine, which remain key components of their marketing strategy.



Marianna Olague (Painter)

Consumer Snapshot: **HISPANIC GEN Z & MILLENNIALS**

2 COMMUNITY-CATERED

Data from **McKinsey** reveals that there is \$159 billion in unsatisfied demand from Hispanic Americans because many would be willing to spend more on offerings tailored to their needs. There is ongoing internet discourse around major retailers overlooking communities of color, as demonstrated by small, understocked **"ethnic"** food aisles in grocery stores. New businesses have opened in recent years to fulfill these needs in a community-centric way that caters directly to the Hispanic customer. By offering the right curation of brands that are trusted by the community, as well as new brands from Hispanic founders, retailers can partake in this \$159 billion opportunity. Bring value to Hispanic consumers by delivering product assortments that reflect the interests of their communities and demonstrate a thoughtful, personalized approach.



Eda Akaltun (Illustrator)



Weee! is a grocery delivery platform that specializes in products for both Hispanic and Asian consumers in the US. The company recently introduced an interactive feature that allows users to share shoppable recipe videos in their app.



Shop Latinx is an e-commerce marketplace that exclusively carries brands and creators of Hispanic descent. In late 2021, the brand announced the close of its initial \$1 million pre-seed VC funding.



Comercio Popular is a brick-and-mortar retailer located in Chicago's historically Mexican area. The retailer aims to bring the best of Mexican design to locals with its contemporary, curated assortment.

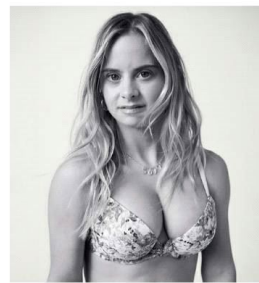
Consumer Snapshot: **HISPANIC GEN Z & MILLENNIALS**

3 IMPACT-DRIVEN

Since Gen Z and Millennial Hispanic individuals are more likely to be influenced by their generational cultures than other groups, the progressive values of Gen Z and Millennials cannot be ignored when considering this segment. More than any other population, Hispanic consumers believe that they can make a greater impact on social issues through the brands they support than the politicians they vote for, according to data from the **Edelman Trust Barometer**. For brands looking to engage the Gen Z and Millennial Hispanic community, it is crucial to show commitment to social and political causes that resonate with them. When communicating with Gen Z and Millennial Hispanics, be open to challenging antiquated ideas like machismo culture, and expand your perception of the community to reflect their increasingly diverse makeup, which crucially includes Afro-Latinos and LGBTQ+ Hispanics.



Jacquemus made headlines for their campaign featuring Bad Bunny wearing a fitted pink dress. The Puerto Rican rapper has become well-known for challenging traditional machismo culture with his loud, gender-fluid style.



Puerto Rican model Sofia Jirau made history in becoming **Victoria's Secret's** first-ever model with Down syndrome after being featured in their "Love Cloud" campaign early in 2022.



Sephora has announced a partnership with Afro-Latina, hair care influencer **Carolina Contreras** to launch a product line for Afro-textured hair. Through her social content, Contreras has helped to dispel negative perceptions of Afro-textured hair in the community.



Victoria Villasana (Artist)

Consumer Snapshot: **HISPANIC GEN Z & MILLENNIALS**

4 MODERN HERITAGE

While Gen Z and Millennial Hispanics draw from a variety of cultural factors to build identity and most don't rely on Spanish language on a daily basis, the ability to connect to one's culture of origin can provide a greater narrative to find belonging in. In an era where political and economic uncertainties dominate the popular conscience, especially for heavily affected groups like the Hispanic community, remaining rooted in heritage provides a reassuring sense of stability. In recent years, a new class of brands catering to Gen Z and Millennial Hispanics has entered the market with a modern take on heritage ingredients and ideas. These brands fulfill the need for novelty in products that cater to the Hispanic community while staying grounded in the long-held traditions of different Hispanic cultures. Brands that are able to successfully find this balance between novelty and tradition have a chance to capture the attention of this culturally connected segment.



All about "discovering authentic flavors both traditional and modern," **De La Calle's** Tepache is a contemporary take on the traditional fermented, Mexican beverage.



Two Mexican and Brazilian founders launched cannabis gummy brand **Mesobis**, aimed at destigmatizing cannabis use and catering to the Hispanic community by incorporating Mesoamerican aesthetics into their brand.



Ceremonia is a "clean hair care brand rooted in Latinx heritage." The founder's mission is to bring more Hispanic representation to beauty while also delivering a curation of traditional Latin American ingredients.

Consumer Snapshot: HISPANIC GEN Z & MILLENNIALS

5 PROMOTING WELLNESS

Due to a number of socioeconomic inequalities, the Hispanic community is **less likely** to have access to healthcare and is more likely to suffer from food insecurity, chronic diseases, and mental health issues. Yet, the Hispanic population leads the adoption of new health tech, with more than half of the population **expressing a comfort** with using health tech solutions. There is a particular **disparity** in mental health services catered to the community, which are not only scarce, but have declined in recent years. Despite this, young Hispanic Americans and their peers are paying more attention than ever to mental health issues and healing generational trauma. Within offerings aimed at improving health and well-being, brands must recognize the nuanced experiences that different communities face. As the health tech market grows and wellness becomes a greater cultural focus, companies have the opportunity to promote a better quality of life for the Hispanic population, who prioritize their health and are willing to adopt new innovations in treatment.



Oye, meaning “listen” in Spanish, is a new emotional wellness app launched by Colombian musician J Balvin. With both English and Spanish language options, the app offers wellness content and practices for its users.



Dietitian Krista Linares is known for her blog, **Nutrition Con Sabor**, which brings Hispanic-focused content to the food wellness world. Rather than separating Latin culture from nutrition, Linares aims to bring them into harmony.



In efforts to recognize the healthcare disparities experienced by the Hispanic community, **Genentech** puts the community at the center of its “Breaking Barriers” campaign for its #MSVisibility initiative, which features Hispanic influencers and patients.



Marly Gallardo (Illustrator)