

# ¿Qué Pasa With The U.S. Hispanic Market?

(2025 Edition)

How America's Fastest-Growing Consumer  
Segment is Reshaping Culture, Business, and the  
Economy



A White Paper  
by James Stevens-Arce



# Contents

|   |    |
|---|----|
| Executive Introduction.....                     | 2  |
| Historical & Cultural Context.....              | 2  |
| Demographics & Growth.....                      | 3  |
| Buying Power & Economic Impact.....             | 4  |
| Media & Cultural Influence.....                 | 5  |
| Cultural Insights & Household Dynamics.....     | 6  |
| Language, Translation & Transcreation.....      | 6  |
| Two Examples of How to Engage.....              | 7  |
| Case Study 1: Nissan Southwestern Dealers.....  | 8  |
| Case Study 2: Ameritech Caller ID.....          | 8  |
| Five Rules for Winning the Hispanic Market..... | 9  |
| Conclusion & Call to Action.....                | 9  |
| Learn More.....                                 | 9  |
| Endnotes.....                                   | 10 |

## Document Navigation

Within “**Contents**,” click on a section’s light blue page number to be transported to that page. Within the document’s text, click on any number in light blue superscript to be transported to the “**Endnotes**” page.

## Executive Introduction

In boardrooms across America, executives are asking the same question: Where will the next wave of growth come from? The answer is increasingly clear—the U.S. Hispanic market. Today, 62.8 million Hispanics represent 19% of the U.S. population. Their household incomes exceed \$1.2 trillion, and their purchasing power is rising faster than any other demographic group. By 2050, the U.S. will be home to more Spanish speakers than any other country in the world.<sup>1,2,3</sup>

Yet the Hispanic market is more than numbers. It is a cultural powerhouse that shapes trends in music, food, sports, technology, and family life. It is a community rooted in heritage, driven by youth, and committed to values of family, respect, and opportunity. This white paper tells the story of the U.S. Hispanic market through data, insights, and case studies—explaining not only why it matters, but how companies can win its loyalty.

## Historical & Cultural Context

Hispanic culture has been interwoven with the American story for centuries. Spanish missions predate the founding of the United States, and Hispanic influence has long defined regions like California, Texas, Florida, and New Mexico. In New York, Puerto Rican and Dominican communities have shaped the city's cultural identity for generations. In Miami, Cuban Americans built thriving businesses that became national brands. What has changed in recent decades is scale: the Hispanic community is no longer regional, it is national.

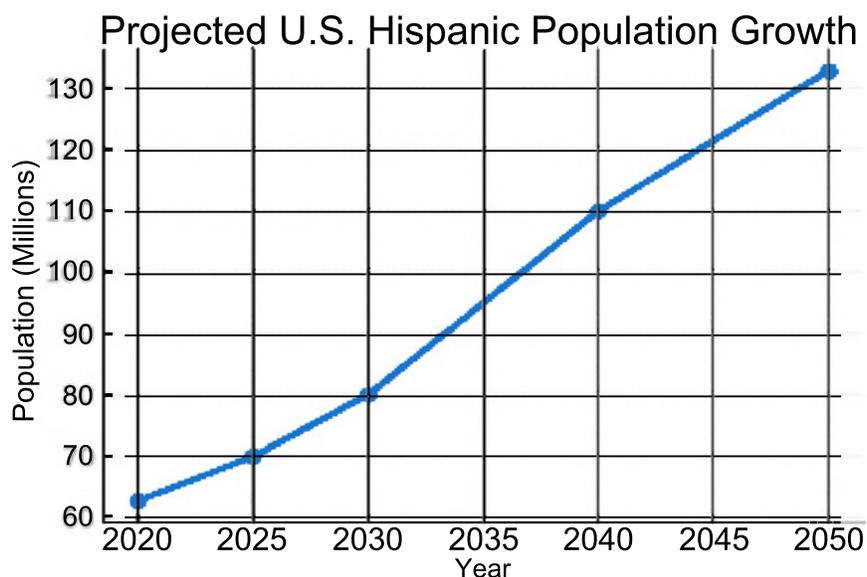
From the 1980s to the 2000s, Hispanic populations surged in cities like Charlotte, Nashville, and Atlanta—places once considered unlikely centers of Latino life. Today, Hispanic-owned businesses, media outlets, and cultural institutions thrive in every state, from Idaho to North Carolina. The story of America's future is inseparable from the story of its Hispanic citizens.

## Demographics & Growth

Demographics are destiny, and the Hispanic community is America's future. With a median age of 31, Hispanics are significantly younger than the general population. This youth advantage means longer consumer lifespans, more years of workforce participation, and stronger multi-generational households. Today, one in every six Americans is Hispanic; by 2050, nearly one in three will be.<sup>4</sup>

The U.S. Hispanic population is on track to reach 132.8 million by 2050, as shown in the population growth chart below. Median household income is climbing faster than that of non-Hispanics, reflecting a community that is both expanding in size and gaining in purchasing power. Media engagement, too, underscores opportunity: Hispanics are more active on social media, stream more digital content, and remain deeply connected to Spanish-language platforms.

This shift is not limited to traditional strongholds. Hispanic migration to the South and Midwest has created vibrant new communities in Georgia, North Carolina, Tennessee, and Arkansas. In many of these states, Hispanics represent the fastest-growing segment of the population. This expansion brings opportunity for retailers, service providers, and employers in places once considered far from the Hispanic mainstream.

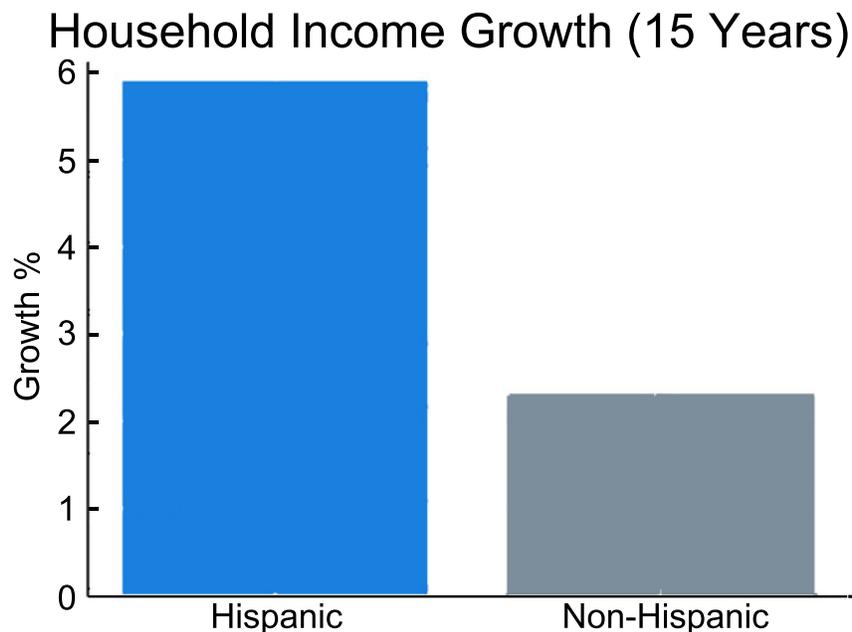


## Buying Power & Economic Impact

If U.S. Latinos were their own economy, they would rank as the fifth largest in the world, with a GDP of \$3.6 trillion. Their median household income of \$51,811 is growing at nearly three times the rate of non-Hispanics'. But the real story is where this money goes.<sup>5</sup>

Spending patterns reveal priorities deeply connected to cultural values:

- » **Groceries:** Hispanics spend 14% more, reflecting strong family-centered mealtime traditions.
- » **Telecom & Technology:** Hispanics adopt smartphones, mobile payments, and streaming services earlier and more heavily than non-Hispanics.
- » **Personal Care & Beauty:** Hispanic consumers influence mainstream beauty trends and drive category growth.
- » **Entertainment & Sports:** Hispanics are passionate consumers of sports (soccer, baseball, boxing) and streaming platforms.

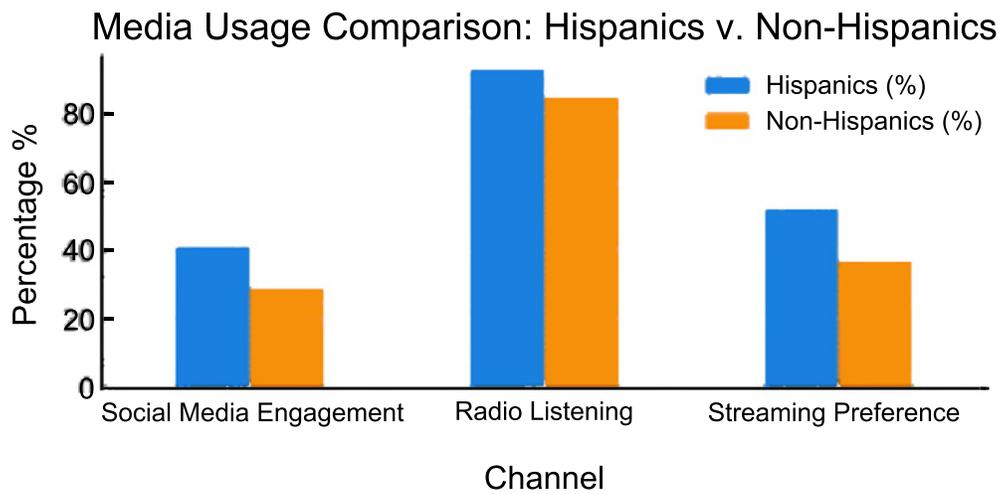


# Media & Cultural Influence

Hispanics are reshaping how media is consumed in the U.S. They are 41% more likely than other groups to connect with brands through social media. Platforms such as YouTube, TikTok, and Instagram are cultural hubs where Hispanic creators influence national trends. WhatsApp is a lifeline for family communication.

Streaming dominates Hispanic households, with more than half preferring digital platforms over traditional television. Yet radio remains influential, with 93% of Hispanics tuning in weekly.

Spanish-language television, led by Univision and Telemundo, continues to deliver unparalleled resonance, especially during major cultural moments like the FIFA World Cup. Ads in Spanish achieve 55% higher recall, 50% stronger communication, and are 440% more persuasive.<sup>6,7</sup>



## Cultural Insights & Household Dynamics

Family is the cornerstone of Hispanic culture. Purchasing decisions are made with family well-being in mind, not individual preference. Within this dynamic, mothers often play the central decision-making role. Advertisers who target children alone miss the larger influence of *Mamá*.

For example, English-language cereal ads focus on fun and excitement for children, while Spanish-language ads highlight nutrition and health benefits, appealing directly to mothers' sense of responsibility. This illustrates how cultural nuance determines effectiveness: the same product requires different framing to resonate authentically. Advertising aimed at a member of a Hispanic household tends to be more effective when it also addresses *Mamá*.



## Language Translation & Transcreation

Language choice matters. Even bilingual Hispanics respond more favorably to ads in Spanish, not because they lack English skills, but because Spanish signals cultural recognition. Literal translations, however, often fail. Transcreation—reimagining campaigns with cultural nuance—preserves intention while ensuring resonance.

Effective transcreation demands more than linguistic accuracy. It requires empathy, cultural knowledge, and creativity. Brands that invest in transcreation send a clear message: “We see you, we value you, and we speak your language in more ways than one.” As mentioned earlier in the **Media & Cultural Influence** section, advertising to Hispanics in Spanish is significantly more effective than doing so in English.



## Two Examples of How to Engage

Case studies from Nissan and Ameritech reveal a common thread: success in the Hispanic market is never about discounts or translations alone. It is about listening to cultural truths, respecting family values, and adapting strategies to fit lived realities. Nissan discovered that a welcoming environment could mean more than rebates. Ameritech learned that joy and warmth resonated far more than technology alone.

Together, these examples remind us that behind every data point is a story—and it is in those stories that brands find the keys to loyalty, growth, and long-term impact. The lessons of Nissan and Ameritech echo the numbers covered earlier and reveal that the path to growth lies at the intersection of cultural resonance and business.



## Case Study 1: Nissan Southwestern Dealers

Nissan faced declining sales in Arizona and California, regions with strong Hispanic populations. Hispanic consumers reported feeling unwelcome in dealerships, unable to connect with staff, and uninspired by the brand. The company partnered with a Hispanic agency to shift its approach.

The solution: create a Latino spokesperson as a cultural ambassador, hire bilingual staff, and redesign dealerships to feel more welcoming. They also invested in community engagement, attending cultural events and showing up authentically.

The payoff was remarkable: a 31% sales increase in Year 1, an 87% increase in Year 2, and a 36% penetration of the Hispanic market by Year 4.



## Case Study 2: Ameritech Caller ID



Ameritech's Caller ID campaign initially flopped in Chicago's Hispanic community. The problem? Screening calls clashed with cultural norms of hospitality and warmth. For many Hispanics, every call is an opportunity for connection, not something to avoid.

The campaign was reframed as *El Aparato para Sonreír* (The Device to Make You Smile), emphasizing joy and connection. This small cultural adjustment transformed results. The new Spanish-language campaign outperformed the general market version three to one, and eventually four to one after full rollout.<sup>8</sup>

## Five Rules for Winning the Hispanic Market

- » Invest in Spanish-language and bilingual media.
- » Respect cultural values of family, health, and community.
- » Go beyond translation—embrace transcreation.
- » Recognize *Mamá's* central role in household decisions.
- » Commit for the long term; loyalty is earned through trust.



## Conclusion & Call to Action

The Hispanic market is not optional—it is essential. It is young, growing, and increasingly affluent. But success requires commitment beyond translation: it requires cultural fluency, authentic engagement, and respect for values of family, community, and tradition.

Brands that act decisively now will not only secure market share but build enduring loyalty.



## Learn More

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## Endnotes

<sup>1</sup>U.S. Census Bureau. (2023). *American Community Survey: Hispanic population estimates*. Washington, DC.

<sup>2</sup> Selig Center for Economic Growth. (2024). *The Multicultural Economy*. University of Georgia, Terry College of Business.

<sup>3</sup> Pew Research Center. (2023). *Spanish language use and population projections*. Washington, DC.

<sup>4</sup> U.S. Census Bureau. (2023). *Median age by race and ethnicity: 2022 ACS*. Washington, DC.

<sup>5</sup> World Bank. (2022). *World Development Indicators*. Washington, DC.

<sup>6</sup> Nielsen. (2024). *Audio Today: How America Listens*. New York, NY.

<sup>7</sup> Collage Group. (2025). *Inclusive Marketing Study*. Washington, DC.

<sup>8</sup> Hispanic Marketing Council. (2025). *Case Studies: Nissan & Ameritech*. Washington, DC.