

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

(2026 Edition)

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



A White Paper
by James Stevens-Arce



Contents

- 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

Navigation

Clicking on **any light blue superscript number** within this document will transport you to the **Endnotes** page, where you will be able to read the corresponding source citation.

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, 68 million Hispanics represent 20% of the U.S. population. Their household incomes, currently estimated at \$2.7 trillion, represent an essential driver of the nation's economy, and their purchasing power is rising faster than any other demographic group's, outpacing the non-Hispanic economy by a factor of 2.5.^{1,2,3}

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 such regions as 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 have 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.

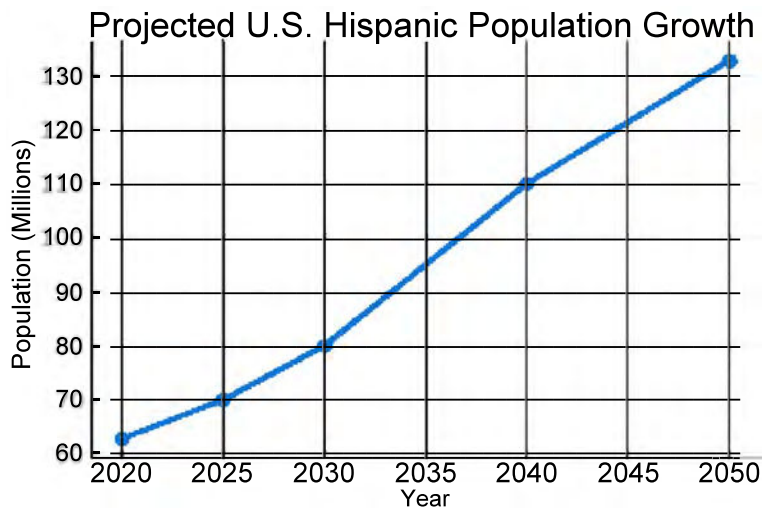
From the 1980s to the 2000s, Hispanic populations surged in cities like Charlotte, Nashville, and Atlanta—places once considered unlikely centers of Latino life. Today, Hispanic-owned businesses, media outlets, and cultural institutions thrive in every state, from Idaho to North Carolina and California to Maine. 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, making them one of the youngest major racial or ethnic groups in the country, significantly younger than the overall U.S. population median of 39-40 years. 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, making the U.S. home to more Spanish speakers than any other country in the world.⁴

The U.S. Hispanic population is on track to reach 132.8 million by 2050, as shown in the population growth chart below, representing roughly 30% of the total U.S. population. 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.

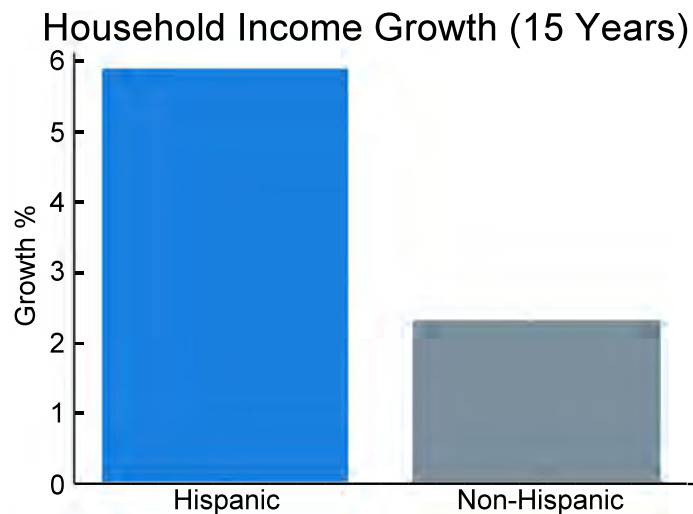


Buying Power & Economic Impact

If U.S. Latinos were their own economy, their GDP of \$4.1 trillion would rank them as the sixth largest in the world, between Japan (5th) and the U.K. (7th). Their median household income (MHI) of \$70,950 compares to a broader U.S. median of around \$83,730, according to Federal Reserve Economic Data, commonly known as FRED, and is growing at nearly three times the rate of non-Hispanics' MHI. This economic output is driven by high labor force participation, faster wage growth, and a young, growing demographic, according to the annual U.S. Latino GDP Report produced by the UCLA Center for the Study of Latino Health and Culture and Cal Lutheran's Center for Economic Research and Forecasting. But the real story is where this money goes.⁵

Spending patterns reveal priorities deeply connected to cultural values:

- » **Groceries:** Hispanics spend 14% more on groceries, 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.

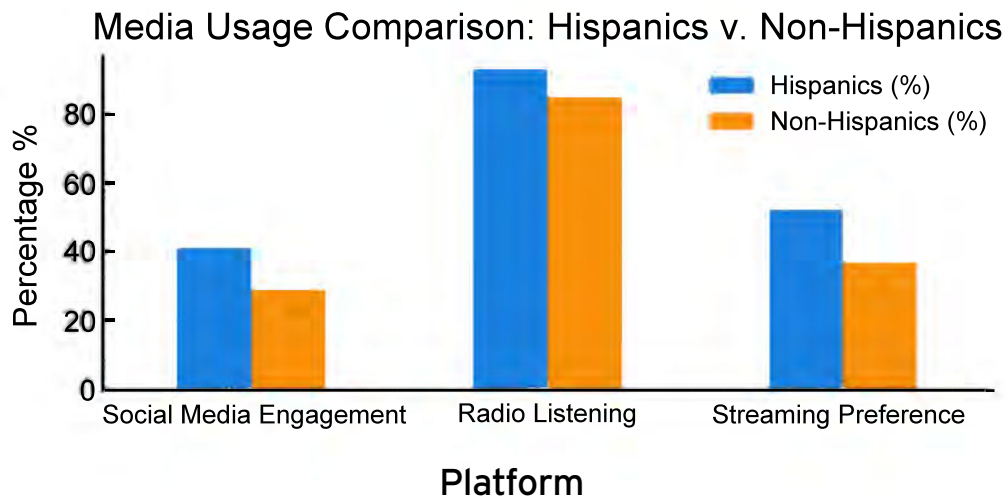


Media & Cultural Influence

Research data of media use shows how generational shifts in consumer behavior among Hispanics are reshaping how media is consumed in the U.S. For example, Hispanics are 41% more likely than other groups to connect with brands through social media. In fact, younger Hispanics are among the leading users of streaming and social platforms such as Instagram, TikTok, and YouTube, turning them into cultural hubs where Hispanic creators often influence national trends.

Specific core values remain highly influential throughout the Hispanic market, as the widespread use of WhatsApp as a lifeline for family communication, for one, illustrates. Hispanic consumers especially value *familismo* (family loyalty) and *personalismo* (human worth), while concepts such as *respeto* (respect) and *simpatía* (charm, warmth, and friendliness) consistently shape buying decisions as well.

Understanding that streaming dominates Hispanic households, with more than half preferring digital platforms over traditional television, allows successful campaigns to lean into this digital fluency by using interactive, shareable, and community-driven content while exploiting older consumers' abiding preference for television and in-person touch points.



Media & Cultural Influence

Radio, nonetheless, remains influential—with 93% of Hispanics tuning in weekly—while Spanish-language television, led by Univision and Telemundo, continues to deliver unparalleled resonance, especially during major cultural moments such as the FIFA World Cup. It is important to note that ads in Spanish achieve 55% higher recall, 50% stronger communication, and are 440% more persuasive than those in English, regardless of the particular media platform.^{6,7}

And because Hispanics tend to be family oriented, it shouldn't surprise advertisers to learn that marketing strategies that focus on family values tend to appeal to them strongly as well. Or that ads targeting Hispanics tend to be more successful when they show the entire family benefitting from the product or service.

The following case studies illustrate how different carmakers from different countries may independently develop basically indistinguishable positioning strategies based on understanding Hispanics and their family oriented feelings.

The Japanese carmaker Honda, for example, usually markets its Accord line to non-Hispanics as a more exciting, youthful choice, but when it targets Latinos, it highlights the Accord as the ideal family car. Similarly, for non-Hispanics, American manufacturer Ford positions its Focus sedan and hatchback models as fun-to-drive vehicles, but when it goes after Latinos, it promotes their advantages as family cars.

Cultural Insights & Household Dynamics

Family is the cornerstone of Hispanic culture. Purchasing decisions are made with familial well-being in mind, not individual preference. Within this dynamic, mothers often play the central decision-making role—the reason why advertising aimed at a member of a Hispanic household tends to be more effective when it also addresses Mom.

Advertisers who target children alone, however, tend to lose out on the larger influence of *Mamá*. For example, English-language breakfast cereal ads focus on fun and excitement for children, whereas Spanish-language ads highlight nutrition and health benefits, appealing directly to mothers' sense of responsibility. This illustrates how cultural nuance determines effectiveness, in that the same product requires different framing to resonate authentically.



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, though, demands more than linguistic accuracy. It requires empathy, cultural knowledge, and creativity, as well. Brands that invest in transcreation send a clear message: “We see you, we value you, and we speak your language.” 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 Japanese carmaker Nissan and Midwestern technology manufacturer 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, for example, discovered that a welcoming dealership environment could mean more than rebates, while Ameritech learned that joy and warmth resonated far more than state-of-the-art 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 previously mentioned marketing statistics and reveal that the path to growth lies at the intersection of cultural resonance and business.

Case Study 1: Nissan Southwestern Dealers

Despite Arizona and California's strong Hispanic populations, Nissan faced declining sales in those areas.

The **Problem**: Hispanic consumers reported feeling unwelcome in dealerships, unable to connect with staff, and uninspired by the brand.⁸

The **Solution**: the Hispanic advertising agency Nissan partnered with created a Latino spokesperson in the style of General Motors' Mr. Goodwrench as a cultural ambassador and recommended hiring bilingual staff and redesigning dealerships to feel more welcoming, warm, and inviting, as well as investing in community engagement and attending cultural events.

The **Payoff**: an impressive 31% sales increase in Year 1, an 87% increase in Year 2, and a remarkable 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 **Solution**: the campaign was reframed as *El Aparato para Sonreír* (The Device that Makes You Smile), emphasizing joy and connection.

The **Payoff**: the unexpected results of this small cultural adjustment hugely exceeded expectations. The new Spanish-language campaign outperformed the general market version three-to-one during its first three years following launch, and eventually four-to-one after full rollout in its fourth year.⁸

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 young, growing, and increasingly affluent—and therefore, essential.

But success requires commitment beyond mere 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 will also build enduring loyalty.



Learn More

For information about the Bloodhound Group's Hispanic Market audit process and assessment tool, please contact:

Jim Cobb
Chief Brand Strategist
919.889.0868
jcobb@bloodhoundbranding.com

James Stevens-Arce
Director of Hispanic Marketing
919.671.2559
jstevens@bloodhoundbranding.com

Endnotes

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

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

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

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

⁵World Bank. (2022). *World Development Indicators*. Washington, DC.

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

⁷Collage Group. (2025). *Inclusive Marketing Study*. Washington, DC.

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