

Fast Facts



What you need to know about new & emerging trends, platforms or technology

Holidays with Heart

How Marketers Can Authentically Connect With Hispanic Shoppers





Values-driven marketing resonates strongly with Hispanic consumers

Hispanic consumers stand out as one of the **fastest-growing, most influential audiences** in the U.S. With rising spending power and a focus on family and home, especially during the holidays, this segment represents a **powerful opportunity** for marketers seeking to build **meaningful connections**.

What makes this audience unique is their **expectation for authenticity and alignment with cultural values**. Hispanic consumers are **more likely to support brands that demonstrate transparency, respect traditions** and communicate in ways that feel **genuine**.

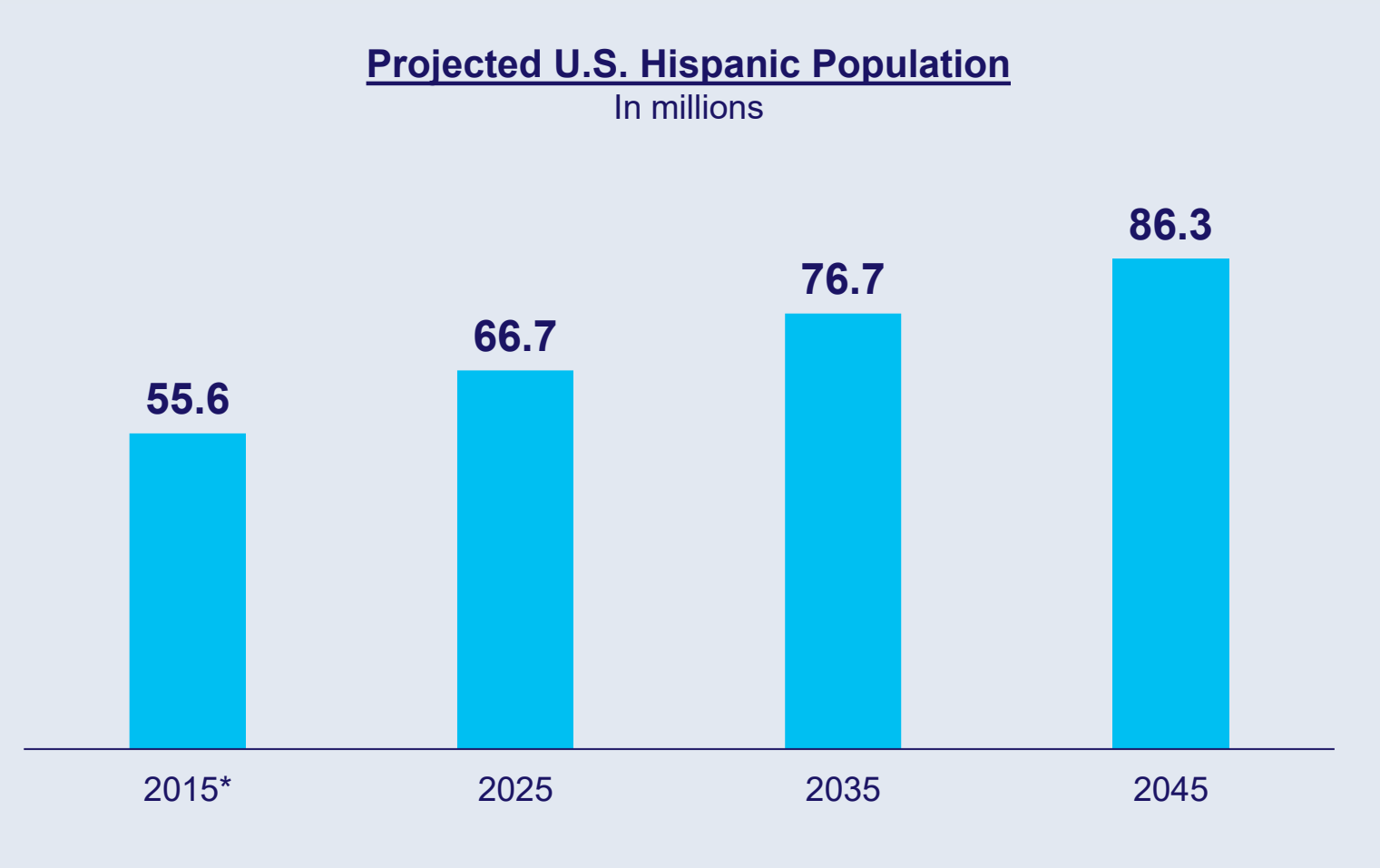
By approaching holiday campaigns with **cultural relevance and values-driven messaging**, marketers can not only earn trust and loyalty but also **create lasting brand relationships that extend well beyond the season**.

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The growth of the Hispanic audience
and their value to marketers during this
holiday season



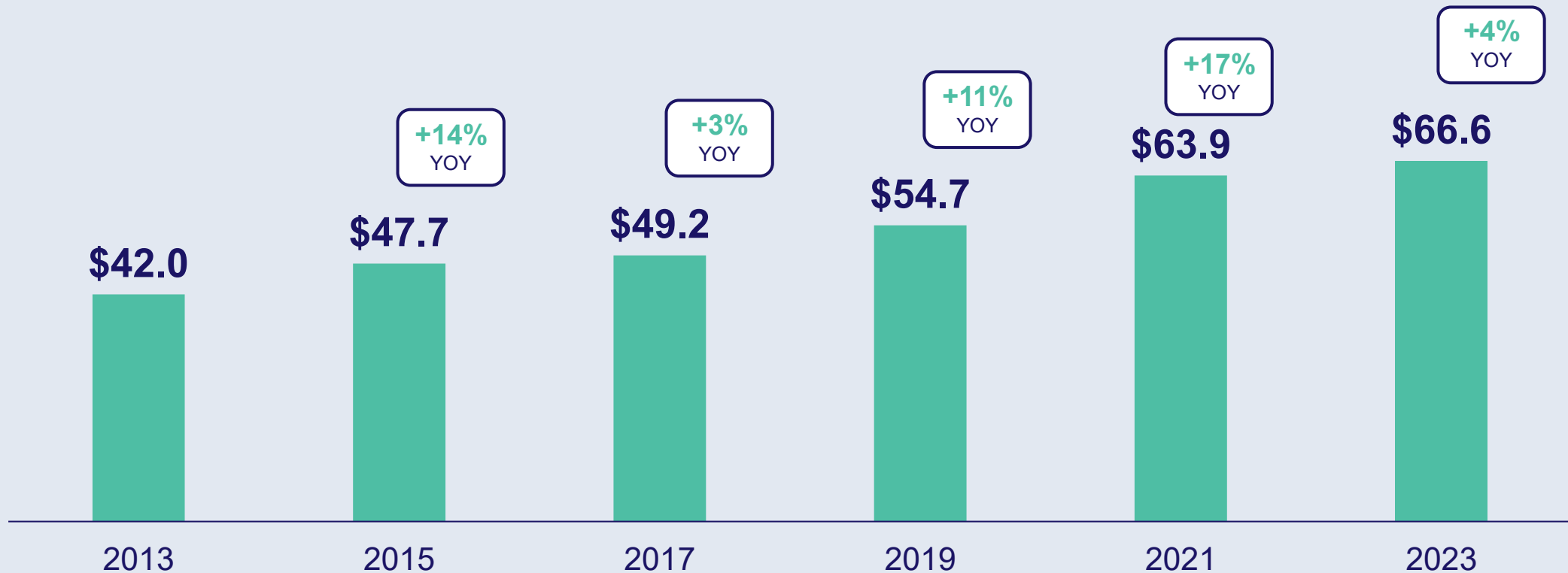
Projected to grow to over 85 million by 2045, the Hispanic population is a valuable segment for marketers looking to expand their reach



Source: U.S. Census Bureau, Population Division. *Projected Population by Sex, Race, and Hispanic Origin for the United States, Main Series: 2022-2060*. November 2023. *U.S. Census Bureau, Current Population Survey, Annual Social and Economic Supplement, 2015.

Hispanic consumers represent one of the fastest-growing and most influential segments in the U.S.

Hispanic Average Annual Household Expenditures
In thousands



Source: VAB analysis of Bureau of Labor Statistics data, *Table 2200. Hispanic or Latino origin of reference person: Annual expenditure means, shares, standard errors, and coefficients of variation*, Consumer Expenditure Surveys, 2013, 2015, 2017, 2019, 2021 & 2023.

Combined with their rising spending power, Hispanics are a young, family-oriented audience for brands to engage with

Facts on Hispanic Consumers in the U.S.

37.7

Median Age
vs. 50.3 NH 18+



3.8

People per HH
vs. 2.9 in average NH household



30%

Have College or Post-Grad Degrees*
vs. 20% 10 years ago



68%

Are Multilingual**
and 32% who only speak English



Source: VAB analysis of MRI-Simmons 2025 Spring Doublebase USA Study. Based on adults 18+ with Spanish or Hispanic origin. *Have college degrees: bachelor's degree or post-graduate degree or associate degree. Comparison to 10 years ago based on VAB analysis of 2015 Doublebase MRI Study. **Nielsen, *Fanáticos*, 2024. Multilingual includes those who speak 'some Spanish.' NH = Non-Hispanic.

As young, active, family-focused consumers, Hispanic households lead in spending on lifestyle, kids and home-related categories

▶ As their spending power expands, this growing segment proves to be an increasingly valuable audience for brands

Hispanic Annual Aggregate Expenditures by Category

In billions (% change 2023 vs. 2021)



\$74.6B

(+34% vs '21)
vs. +30% NH

Food away from home



\$49.9B

(+14% vs '21)
vs. +2% NH

Entertainment



\$45.6B

(+12% vs. '21)
vs. -9% NH

Household furnishings & equipment



\$31.0B

(+5% vs. '21)
vs. -1% NH

Telephone services



\$31.7B

(+20% vs. '21)
vs. -18% NH

Beef, pork, poultry & other meats



\$21.5B

(+1% vs. '21)
vs. -4% NH

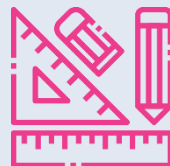
Fruits & vegetables



\$7.9B

(+1% vs. '21)
vs. -10% NH

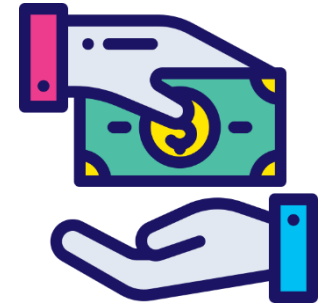
Children ages 15 & under



\$1.5B

(+8% vs. '21)
vs. 0% NH

Postage & stationery



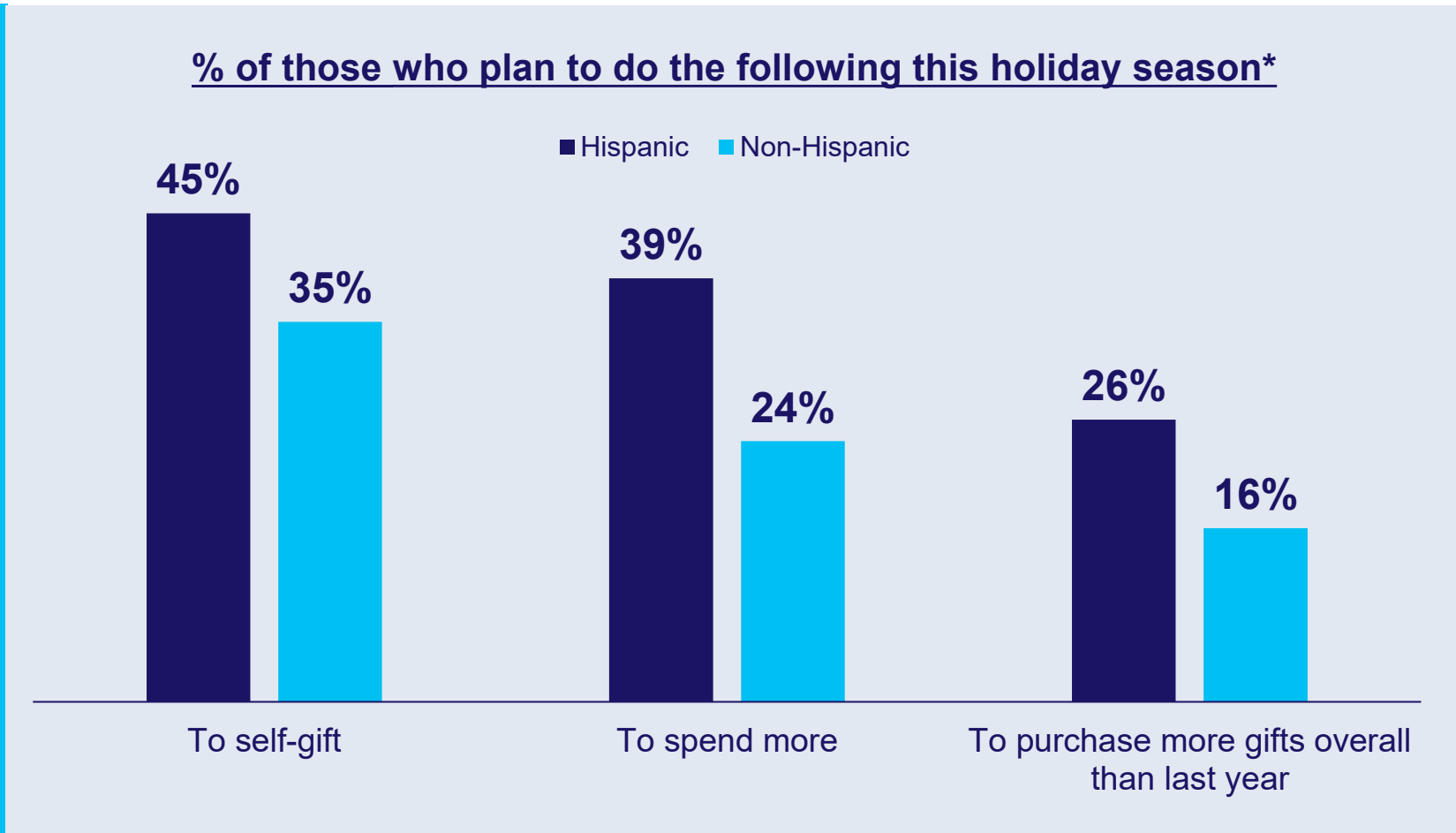
15%

of consumer spending in 2025
comes from Hispanic HHs
vs. 13.6% in 2020*

Source: VAB analysis of Bureau of Labor Statistics data, *Table 2200. Hispanic or Latino origin of reference person: Shares of annual aggregate expenditures and sources of income*, Consumer Expenditure Surveys, 2021 & 2023. * Numerator, *The State of Hispanic Spending*, August 2025.

Hispanic spending is amplified during the holiday season, creating opportunities for brands who apply culturally resonant marketing

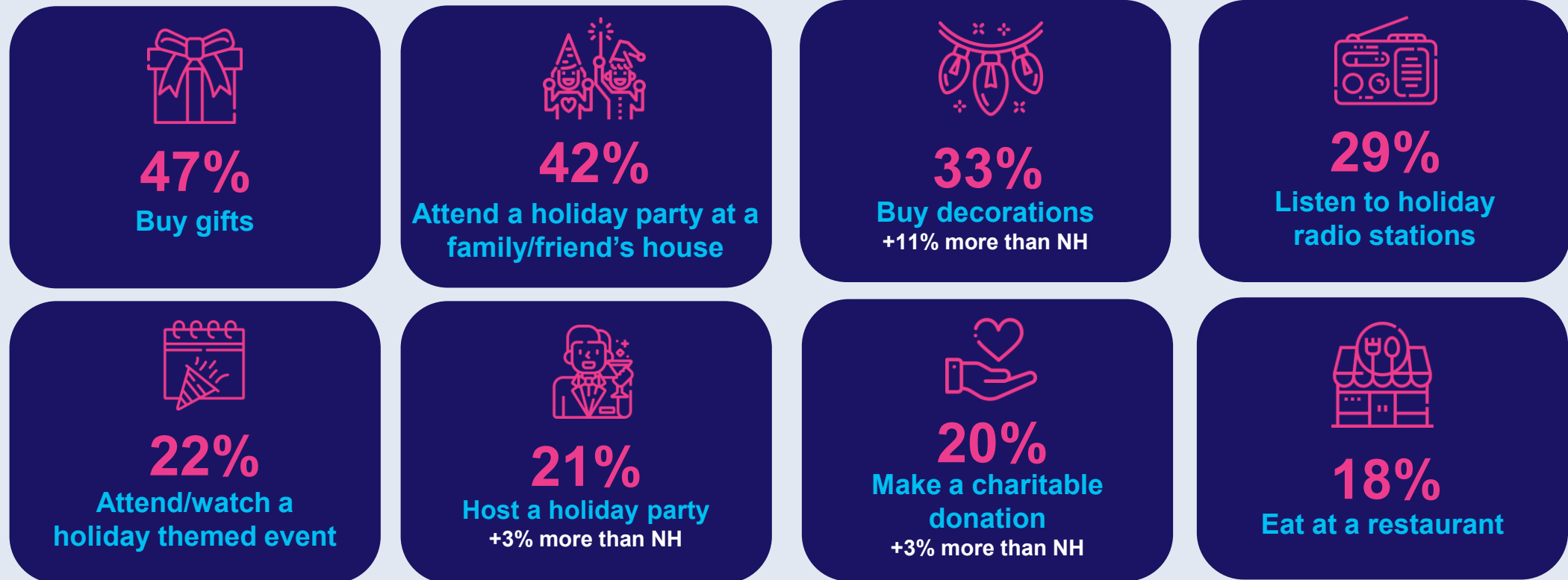
\$2,218
estimated average amount
Hispanic consumers
spent on holiday expenses
in 2024



Source: BMO Survey, U.S. Latinos plan to spend more on the holidays this year, November 2024. *CivicScience, 5 Key Holiday Insights Among Hispanic Americans, December 2024.

Hispanics are highly engaged in holiday traditions like buying gifts and socializing, making them a key audience for brands and retailers

% of Hispanics who plan to do the following for the holidays



Source: VAB analysis of MRI-Simmons, 2024 Q4 Trending Topics Study. Based on A18+ respondents of Spanish or Hispanic origin. This includes the holidays in the month of December.. NH refers to Non-Hispanics.

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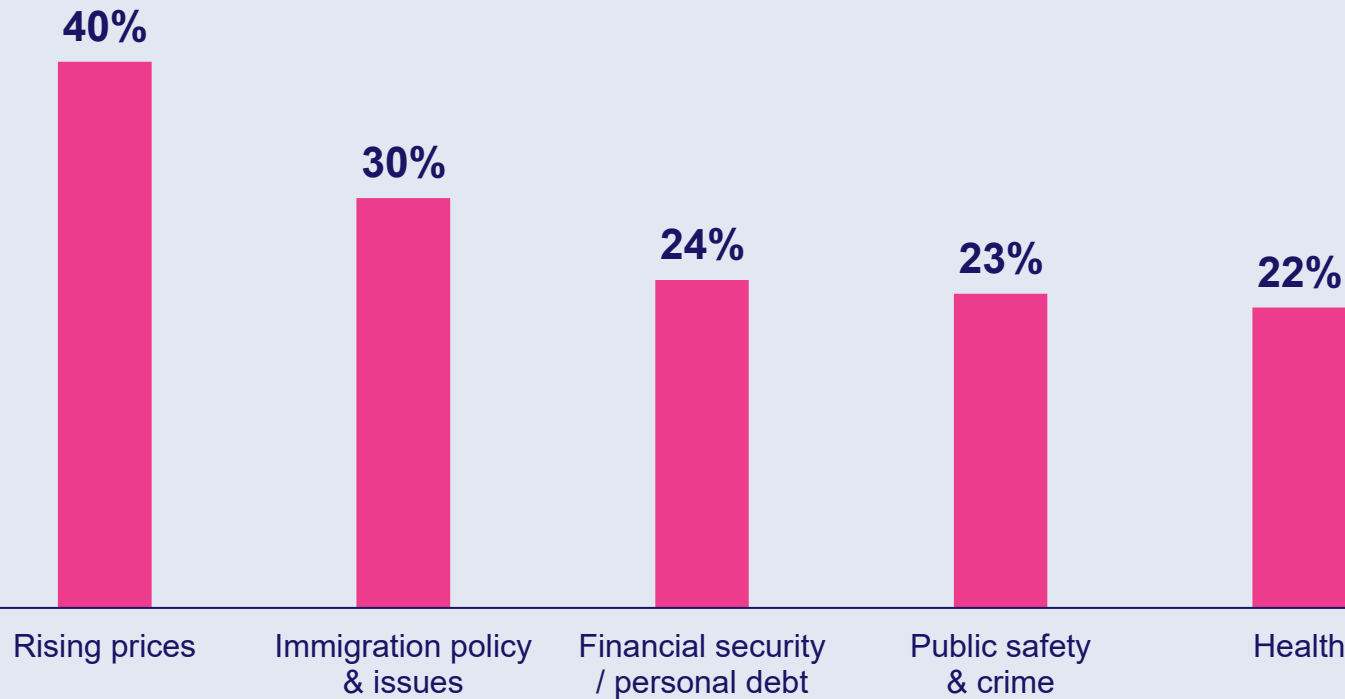
How marketers can connect with Hispanic consumers throughout their holiday shopping journey



Hispanic consumers are more likely to embrace brands offering value as they navigate rising prices during this holiday season

Top Issues Concerning Hispanics Today

% of Hispanic / Latino Respondents



Source: Numerator, *Hispanic Consumer Spending Report*, July 2025. Total respondents: Rising prices (44%), immigration policy & issues (20%), financial security / personal debt (27%), public safety & crime (20%), health (26%).

Values-driven messaging that aligns with Hispanic values and beliefs can authentically connect with this audience during the holidays

► Cultural authenticity, transparency and responsible corporate practices are essential to earning and sustaining their loyalty



% of Hispanics / Latinos that agree with the following statements



Source: Numerator, *Hispanic Consumer Spending Report*, July 2025.

By integrating Spanish-language messaging into campaigns, marketers are more likely to grab attention and increase recall with Hispanic audiences

% of Hispanics who agree with the following statement

52%

‘When a product or service is advertised in Spanish, I am **more likely to pay attention** to the advertisement and **remember it later**’

Source: VAB analysis of MRI-Simmons Q3 2025 *Trending Topics Study*. Based on A18+ respondents of Spanish or Hispanic origin.



Advertising in Spanish signals cultural respect that strengthens consumer perception among Hispanic audiences



% of Hispanics who agree with the following statement

64%

'I believe that companies who advertise in Spanish respect my culture and want my business'

Source: VAB analysis of MRI-Simmons Q3 2025 Trending Topics Study. Based on A18+ respondents of Spanish or Hispanic origin.

Spanish-language multiscreen TV ads reinforce trust and consideration and can guide Hispanic consumers as they get closer to purchase

% of Hispanics who agree with the following statement

41%

‘Advertisements in Spanish are the **best source of information when I’m purchasing** products or services’



Source: VAB analysis of MRI-Simmons Q3 2025 Trending Topics Study. Based on A18+ respondents of Spanish or Hispanic origin.

Campaigns that honor heritage can turn inclusivity into a competitive advantage for brands looking to boost loyalty with Hispanic consumers



% of Hispanics who agree with the following statement

54%

'I am **more likely to be loyal** to a company that **makes an effort to advertise in Spanish**'

Source: VAB analysis of MRI-Simmons Q3 2025 *Trending Topics Study*. Based on A18+ respondents of Spanish or Hispanic origin.

Learn how Multiscreen TV engages holiday shoppers at every stage of the customer journey, from attention and engagement to driving sales



Discover

Fast Facts
▶▶
What you need to know about new & emerging trends, platforms or technology

Unwrapping the Holidays
5 Ways Multiscreen TV Brings Festive Cheer to Retailers

VAB Insights.
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Key Marketer Takeaways

- ▶ Hispanic shoppers are growing by population and influence and, despite economic pressures, they're driving holiday spending this season, highlighting opportunities for brands to win by aligning messaging with their family-oriented values and traditions
- ▶ Values-driven marketing resonates strongly with Hispanic consumers when campaigns demonstrate authenticity by aligning with personal beliefs and Spanish-language messaging which drives increases in ad recall, brand perception, consideration, sales and loyalty

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Discover more

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Check out this related VAB content



We are committed to providing marketers with the data and insights they need to develop thoughtful, inclusive campaigns & strategies. To find out more on the unique media consumption behaviors and cultural trends of diverse audiences, visit the VAB's [DEIB Marketing Resources](#).



Reir, Llorar, Compartir, Comprar
How TV & Streaming Inspire Deeper Connections with Hispanic Audiences Than Social Media



How will engaging Hispanic shoppers help me win the holiday season?



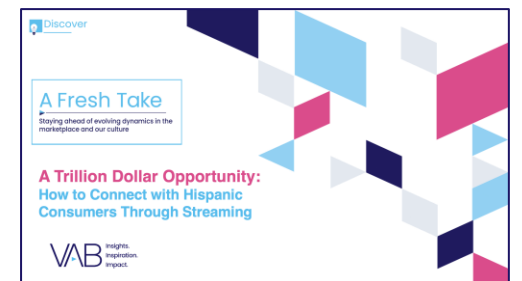
The Power of Premium Video
What It Means for Multiscreen TV and Why It Matters to Marketers



Best in Show
Five Advantages of Multiscreen TV, From Brand to Performance



"How should I think about my advertising in the wake of economic uncertainty caused by tariffs?"



A Trillion Dollar Opportunity
How to Connect with Hispanic Consumers Through Streaming

About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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