

Marketing to Hispanic Millennials - US - June 2018

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"The Hispanic Millennial generation accounts for the largest share of the Hispanic population. Due to their significant influence on older and younger Hispanics, understanding Hispanic Millennials provide hints about the future direction of the Hispanic market as a whole.

- Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- Hispanic Millennials make a positive balance of their lives so far
- Hispanic Millennials' lives are not worry-free
- Innovating beyond the idea of family
- Making Hispanic Millennials the heroes of their stories
- Using social media to increase awareness

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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