

Digital Trends - Hispanics - US - July 2015

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"Hispanics embrace the internet as it allows them to consume the content they want when they want, and stay connected with friends and family. As a result, they are equipping their households with consumer electronics (CE) staples such as laptops, tablets, and smartphones. However, as they become bicultural, Hispanics are adopting an even greater array of digital devices."

This report looks at the following areas:

- Brand differentiation is hard to achieve
- Hispanics upgrade CE products where they see value
- Hispanics use multiple devices to do different activities online
- Multiple devices are changing the dynamic around the television

Most CE categories are fragmented and few brands stand out for ownership among Hispanics. In most categories, Hispanics represent an important growth opportunity which can materialize by clearly communicating features that Hispanics, whom are a value-oriented group, deem to be the most important.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

Hispanics' expenditures on most CE categories have room to grow

Figure 1: Estimated Hispanic spending on select electronic equipment, 2014

The issues

Brand differentiation is hard to achieve

Figure 2: CE brands with 15% or more of share among Hispanic consumers, April-December 2014

Hispanics upgrade CE products where they see value

Hispanics use multiple devices to do different activities online

Figure 3: Correspondence Analysis – Hispanics' online activities, March 2015

Multiple devices are changing the dynamic around the television

Figure 4: Hispanics' television watching behaviors, by age, March 2015

The opportunities

Connecting with Hispanics as they become more acculturated

Creating the need

Nurturing relationships that have already been established

Leveraging content to drive demand for devices

What it means

The Market – What You Need to Know

Hispanics spent \$12.7 billion on phones, television, computers, cameras

Presence of children in the household drives CE ownership

Expenditures on Select Electronic Equipment

Hispanics' expenditures on most CE categories have room to grow

Figure 5: Spending on select electronic equipment, by all consumers and Hispanic consumers, 2014

Market Perspective

Hispanics' purchasing power projected to grow 687% from 1990 to 2019

Figure 6: Purchasing power, by race/Hispanic origin, 1990-2019

Biculturalism and education key to closing income gap

Figure 7: Median household income, Hispanics versus all, 2013

Market Factors

Improving labor market for Hispanics has a positive impact on their confidence

Figure 8: Hispanic unemployment, January 2007-April 2015

Hispanic households more likely to include children

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Figure 9: Presence of children in household, by race and Hispanic origin, 2014

Key Players – What You Need to Know

- Consumer electronics categories are very fragmented
- Hispanics under index in most television brands
- Falling DVD/Blu-ray players' prices make the market more fragmented
- In video gaming, different brands appeal to different segments
- Dell, Hewlett-Packard, and Apple appeal
- For mobile phones Samsung takes the lead among Hispanics

What's Working?

- Leveraging recommendations, participating in the discussion
- Communicating simplicity
- Leveraging retailers

What's Struggling?

- Taking a passive approach

What's Next?

- Retailers still have significant influence

The Consumer – What You Need to Know

- Hispanics want to consume content and stay connected
- Hispanics pleased with HDTVs
- Younger and older Hispanics watch what they want, but differently
- Blu-ray players and streaming media devices popular among bicultural and acculturated Hispanics
- Youth of Hispanic households make gaming consoles a good fit
- Desktop computers are yielding to laptops and tablets
- Smartphones are playing an important role in the lives of Hispanics
- With few exceptions, Hispanics are online

Technology Products Overview

- With acculturation, Hispanics become more sophisticated CE owners
Figure 10: Hispanic household ownership of consumer electronics hardware, March 2015
- Higher household income allows higher rate of personal ownership
Figure 11: Hispanic personal ownership of consumer electronics hardware, March 2015

Television Ownership

- Hispanics willing to invest in HDTVs and Smart TVs
Figure 12: Household ownership of televisions, Hispanic versus all, March-April 2015
- Number of televisions owned increases with acculturation
Figure 13: Number of televisions owned, Hispanics versus all, March-April 2015
- Less acculturated Hispanics more brand loyal in regards to televisions
Figure 14: Brand of television(s) owned by household, Hispanic versus all, April-December 2014

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Television Behaviors and Attitudes

Watching TV as a family still important to Hispanics

Figure 15: Television watching behaviors, Hispanics versus all, March-April 2015

Content, not language, drives Hispanic viewership

Figure 16: Hispanics' television watching behaviors, March 2015

Hispanics more likely to find advertising interesting

Figure 17: Attitudes toward TV and advertising – Any agree, Hispanic versus all, April-December 2014

Physical and Digital Playback

Hispanics driving upgrades with Blu-ray players

Figure 18: Household ownership of media playback devices, Hispanics versus all, March-April 2015

Sony, Samsung, and Panasonic Blu-ray players appealing to Hispanics

Figure 19: Brand of DVD/Blu-ray player(s) owned by household, Hispanic versus all, April-December 2014

Television brands positively correlate with DVD/Blu-ray brands

Figure 20: Brands of television(s) and DVD/Blu-ray(s) owned by Hispanic household, April-December 2014

Gaming Consoles

Gaming consoles common at Hispanic households

Figure 21: Gaming console ownership, Hispanic versus all, March-April 2015

Hispanics spread their preference across the three main brands of video games systems

Figure 22: Brand summary of video game systems owned or played, Hispanic versus all, April-December 2014

PCs and Tablets

Desktop computers are yielding to laptops and tablets

Figure 23: Household and personal ownership of PCs, Hispanic versus all, March-April 2015

Hispanic market for PCs is very fragmented

Figure 24: Brand of PC(s) owned by household, Hispanic versus all, April-December 2014

Mobile Phones

Hispanics over index on smartphone ownership

Figure 25: Personal ownership of mobile phones, Hispanic versus all, March-April 2015

Android operating system popular among Hispanics

Figure 26: Brand of cellphone/smartphone owned, Hispanic versus all, April-December 2014

Other Portable Electronics Hardware

Having children increases the likelihood of having digital or video cameras in the household

Figure 27: Other portable electronics hardware ownership, Hispanic versus all, March-April 2015

Use of "other brands" among Hispanics points to challenges GPS manufacturers face

Figure 28: Brand of GPS owned, Hispanic versus all, April-December 2014

English-dominant Hispanics more likely to read on tablets

Figure 29: Devices used to read an e-book in the last 12 months, Hispanics versus all, April-December 2014

Internet Usage

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With few exceptions, Hispanics are online

Figure 30: Internet usage, by Hispanic origin and language spoken at home, April-December 2014

Young Hispanics are almost universally online

Figure 31: Hispanics' incidence of internet use, by age, April-December 2014

Hispanic internet usage at public places is growing

Figure 32: Hispanics' internet usage by location, trended, April 2012-December 2014

Google Chrome rapidly reaching Internet Explorer in usage among Hispanics

Figure 33: Internet browsers Hispanics use to access the internet, trended, April 2012-December 2014

Hispanics use multiple devices to access the internet

Figure 34: Methods used to access the internet in the last three months, Hispanic versus all, March-April 2015

Online Activities

Internet is instrumental for Hispanics looking to find things to do

Figure 35: Online activities in past three months, Hispanic versus all, March-April 2015

Correspondence analysis

Methodology

Hispanics use multiple devices to do different activities online

Figure 36: Correspondence Analysis – Hispanics' online activities, March 2015

Attitudes toward Technology and Electronics

Hispanics hungry for computer technology and the internet

Figure 37: Attitudes toward technology, Hispanic versus all, April-December 2014

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

A note on acculturation

Appendix – The Consumer

Television

Figure 38: Hispanic household ownership of televisions – Type, trended, April 2010-December 2014

Figure 39: Brand of television(s) owned by Hispanic households, by language spoken at home, April-December 2014

Figure 40: Hispanics' attitudes toward TV and advertising – Any agree, trended, April 2010-December 2014

Figure 41: Hispanics' attitudes toward TV and advertising – Any agree, by language spoken at home, April-December 2014

Physical and digital playback

Figure 42: Hispanic household ownership of DVD/Blu-ray player, trended, April 2010-December 2014

Gaming consoles

Figure 43: Hispanics and video games – Owns or plays, trended, April 2010-December 2014

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Figure 44: Brand summary of video game systems owned or played, by gender, April-December 2014

PCs and tablets

Figure 45: Hispanic household ownership of PCs – Type, trended, April 2010-December 2014

Mobile phones

Figure 46: Hispanic cell phone/smartphone ownership – Type, trended, April 2012-December 2014

Figure 47: Brand of cell phone/smartphone owned, by household income, April-December 2014

Figure 48: Brand of cell phone/smartphone owned, by language spoken at home, April-December 2014

Other portable electronics

Figure 49: Hispanic household/personal ownership of other portable electronics hardware – Type, trended, April 2010-December 2014

Figure 50: Brand of GPS Hispanics own, by age, April-December 2014

Figure 51: Brand of GPS Hispanics own, by language spoken at home, April-December 2014

Figure 52: Devices Hispanics used to read an e-book in the last 12 months, by language spoken at home, April-December 2014

Internet usage

Figure 53: Hispanic internet usage, trended, April 2012-December 2014

Figure 54: Hardware Asians use to access the internet at home, trended, April 2012-December 2014

Online activities

Figure 55: Hispanics' online activities, March 2015

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