

# MARKETING TO HISPANIC MOMS – US – 2023

Marketing to Hispanic moms goes beyond traditional parenting themes. They seek support in family management and self-care that require a nuanced approach.



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# Marketing To Hispanic Moms - US - 2023

## This report looks at the following areas:

- Overview of Hispanic women, moms and content in which moms are raising children
- Hispanic moms' caregiving responsibilities and support vs all moms
- Top areas Hispanic moms desire support and how brands can help vs all moms
- How Hispanic moms would spend extra time vs all moms
- What Hispanic moms feel like they're winning vs all moms
- Hispanic moms' attitudes toward parenting vs all moms



Marketing to Hispanic moms goes beyond traditional parenting themes. They seek support in family management and self-care that require a nuanced approach.

## Overview

In addition to ensuring caregiving and household responsibilities, Hispanic moms are concerned with instilling good habits and values while creating meaningful moments together. Marketing to Hispanic moms should extend beyond child-centric brands to address their multifaceted needs. Moms seek support in tasks beyond child care and wish to be acknowledged beyond their maternal role. This highlights the need for representation that takes a holistic approach to Hispanic moms, addressing all facets of their identity. While Hispanic moms indicate being supported by spouses/partners at a higher rate, they are expressing overwhelm and feel they're not able to be the parent they want to be.

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Hispanic moms tend to be younger and marketers will need to ensure they are resonating with a varied segment that has different language affinities. Moreover, younger workers tend to earn less and Hispanic moms are price-conscious and will be looking for attributes they value.

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# Report Content

### Key issues covered in this Report

- Overview

## EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Outlook on marketing to Hispanic moms
- Opportunities

## HISPANIC MOMS IN AMERICA: AN OVERVIEW

### Hispanic moms by the numbers

- 32 million Hispanic women in the US
  - Graph 1: female population, by Hispanic origin, 2018-28
- Nearly 8 million Hispanic mothers with children under age 18 account for about one in five US moms
  - Graph 2: mothers with coresident children under 18 in the home, by race/Hispanic origin, 2022
  - Graph 3: living arrangements of mothers with children under age 18 in the home, by race/Hispanic origin, 2022
- Larger Hispanic households are more likely than non-Hispanic households to include children
  - Graph 4: households with related children under 18 in the household, by Hispanic origin of householder, 2021
- A growing share of the population is Hispanic; concentrated in younger generations, they will have a resounding impact on the market as a whole
  - Graph 5: distribution of Hispanic population, by generations, 2023
  - Graph 6: distribution of US generations, by Hispanic origin, 2023
- Nearly four in five Hispanic consumers reside in the South and West regions; six in 10 live in Texas, California and Florida
  - Graph 7: households, by region and race/Hispanic origin, 2021

### Market context

- While following the trend of delaying childbirth, Hispanic moms tend to be younger than the average
- Hispanic women become mothers at a slightly younger age than the average at 25.5 years
  - Graph 8: births, by race/Hispanic origin of mother, 2021
  - Graph 9: age of mother at first birth, by race/Hispanic origin, 2020-21
- Hispanic moms' labor force participation is lower than moms in the general population, but the gap is narrowing
  - Graph 10: labor force participation rates of total moms and Hispanic moms with children under 18 years, annual averages of past 10 years, 2022

- More Hispanic moms than Hispanic women without children are in the labor force – relative youth of moms likely drives participation
  - Graph 11: women's labor force participation rates, by race and Hispanic origin by presence of children under 18 in the household, 2022
- The gender pay gap significantly affects Hispanic women's earnings
  - Graph 12: relative earnings of women for each dollar earned by non-Hispanic White men, by race and Hispanic origin, 2019
- Proportion of financially "OK" Hispanic consumers is similar to non-Hispanics, but more Hispanic women feel their financial situation is tight
  - Graph 13: current financial situation, by Hispanic origin, gender and parent status, 2023

## CONSUMER INSIGHTS

### Consumer fast facts

#### How Hispanic moms are managing

- Hispanic moms take on the bulk of caregiving responsibilities; relative to all moms, they are less likely to receive additional support
- Hispanic moms take on the bulk of caregiving responsibilities; relative to all moms, they are less likely to receive additional support
  - Graph 14: in-person childcare at least once a week, Hispanic moms index to all moms, 2023
  - Graph 15: in-person childcare at least once a week, by Hispanic moms vs all moms, 2023
- Hispanic moms of younger children rely less on free childcare options, pointing to spending priorities
  - Graph 16: in-person childcare at least once a week, by age of children in household, 2023
- Hispanic moms are predominantly responsible for tasks in their home
  - Graph 17: responsibility for household tasks, 2022
- Hispanic moms are selfless, and while they feel they have a good support system, a majority feel overwhelmed by their responsibilities
  - Graph 18: parenting attitudes and behaviors, by Hispanic moms vs all moms, 2023
- Hispanic moms indicate challenges that support from a partner cannot address, creating opportunities for brands to meet these challenges
  - Graph 19: parenting attitudes – feeling supported, taking care of parents and feeling overwhelmed, Hispanic moms index to all moms, 2023
- Remind mothers of everything they are doing right and praise their efforts: Spotlight on Telemundo's Mujeres Imparables
- The transition to motherhood is overwhelming for first-time Hispanic moms; help them compartmentalize challenges, offer solutions
  - Graph 20: overwhelmed with parenting responsibilities, by first-time mom vs non first-time mom, 2023
- Use social media to engage young moms who are experiencing all the "firsts" and looking for understanding and shared experiences



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- Graph 21: overwhelmed with parenting responsibilities, by age and age of children in household, 2023
- Tips to help deal with first-time parents' feelings of overwhelm: Spotlight on Vivvi & Bloom partnership with Parents/Parents Latina
- Hispanic households have a more distinct division of labor – still, moms are stretched for time and could use support
- Hispanic households have a more distinct division of labor – still, moms are stretched for time and could use support

### Desired areas of support

- Hispanic moms seek help with daily chores and brands can lead with convenience and efficiency value propositions
  - Graph 22: top areas of desired support (rank 1-3), by Hispanic moms vs all moms, 2023
- Moms want help with keeping the house clean, automated options can offer value
- Ready-to-eat and age-appropriate meals for toddlers can win with mothers of younger children: spotlight on Nurture Life
- Hispanic moms overindex in wanting to help kids with school work compared to the overall mom population
  - Graph 23: desired support (any rank 1-3) – helping kids with school work and keeping track of family schedules, Hispanic moms index to all moms, 2023
- As children get older, moms want more homework help
  - Graph 24: desired support (any rank 1-3) – helping kids with school work, by age of children in household, 2023
- Students are using technology to study, offerings that maximize education's ROI make an important proposition consumers: Spotlight on Chegg

### How brands can help

- Brands can insert themselves in moms' everyday with offerings that help with daily activities, which moms are willing to pay for
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  - Graph 25: top products/services moms would be most willing to pay for (any rank 1-3), by Hispanic moms vs all moms, 2023
- Married moms are more willing to pay for housekeeping, household cleaning brands and services can lean into convenience and natural ingredients
  - Graph 26: top products/services moms would be most willing to pay for (any rank 1-3) – housekeeping services, by married vs not married, 2023
- Financial brands have an opportunity to address employed, on-site moms' needs for accessible financial help managing household finances
  - Graph 27: top products/services moms would be most willing to pay for (any rank 1-3) – help managing household finances, by employment and work from home status, 2023
- Self-critical moms want services that help them take care of themselves and kids
  - Graph 28: top products/services moms would be most willing to pay for (any rank 1-3), by moms who feel they don't have enough time to be the parent they want to be, 2023

## Mom wins

- Brands can help moms feel like they're winning the parenting game through offerings that enhance their daily lives, and celebrate their efforts
  - Graph 29: mom wins (any rank 1-3), by Hispanic moms vs all moms, 2023
- Create meaningful moments of conversation for parents through off-screen time, baking-related brands have opportunities
- Help Spanish-dominant mothers model good behavior to their children
  - Graph 30: mom wins (rank 1-3) – modeling good behavior, by language primarily spoken in the home, 2023
- Remind moms that they have permission to put their needs first
- Help moms have one-on-one time with their children through moments of joy: Spotlight on Lil' Lotería

## How Hispanic moms would spend extra time

- Help Hispanic moms deal with the tension they feel between wanting to take care of themselves and devote time to their family
  - Graph 31: how moms would spend extra time (any rank 1-3), by Hispanic moms vs all moms, 2023
- Brands communicating self-care and wellbeing need to communicate in English to resonate, opportunities to expand with Spanish speakers
  - Graph 32: how moms would spend extra time (any rank 1-3) – self-care, by preferred language, 2023
- Remind moms that they need to schedule in self-care for themselves and plan for it even in the busiest of days: spotlight on Care
- Employed moms working outside of the home feel like they have limited time with children, brands can help them create quality moments
  - Graph 33: how moms would spend extra time (any rank 1-3) – more quality time with their kids, by employment and work from home status, 2023
- Merchandisers with childcare perks or dining options have opportunities to target unemployed moms looking for quality time with partners
  - Graph 34: how moms would spend extra time (any rank 1-3) – quality time with just my spouse/partner, by employment status, 2023

## Beyond mom

- Hispanic women with children want to be seen fully, with every aspect of themselves recognized. Not only their role as mothers
- Hispanic women with children want to be seen fully, with every aspect of themselves recognized. Not only their role as mothers.
  - Graph 35: moms' parenting attitudes – agree, by Hispanic moms vs all moms, 2023
- Moms who prefer Spanish are less likely to report they see themselves represented in advertising
  - Graph 36: moms' parenting attitudes – agree – can relate to moms shown in ads, by preferred, language, 2023
- Hispanic moms overindex in taking care of aging parents as well as their own children
- Voltaren highlights poignant story of moms caregiving for parents as well as children

- Hispanic moms are more able to find time in their day/week to do something fun

## COMPETITIVE STRATEGIES

### Marketing, advertising and innovation

- Parent GPT powered by chatGPT gives parents the information they need
- Organic infant formula Bobbie partners with Naomi Osaka to show that moms push harder, have a life beyond motherhood
- Dove's "As Early As Five" campaign to end race-based hair discrimination can be an inspiration to brands to reach Hispanic moms
- Pampers features sleep coach apps have the opportunity to offer helpful tools to help moms

### Opportunities

- Resonate with Hispanic moms by speaking to different subsets in a way that aligns with their lifestyle and language preference
  - Graph 37: preferred language and language primarily spoken in the home, by age, 2023
- Crayola Canada offers moments of connection through activities
- Opportunities for AI robots and services to expand help with domestic chores and services that help with housekeeping and speed up meal prep time
- Show consumers the ease of traveling with childcare, offers opportunities to recharge batteries
- Extend the focus beyond motherhood

## APPENDIX

- Market definition
- Consumer research methodology
- Generations
- Abbreviations and Terms



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