



Hispanic Business

The Future Decline of Spanish Marketing

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Natural growth and a higher birth rate fuels the increase in the Hispanic population in the U.S. rather than immigration. In the future, the trend will have big implications for advertisers trying to reach Hispanics with tailored marketing programs, including choice of language and media for delivery of ad messages, according to a report from the **Mercanti Group**, an investment-banking firm that tracks Hispanic marketing issues.

As the population's characteristics shift, the most important area of difference for advertisers will be language.

While 73% of Hispanic immigrants prefer Spanish over English, the number falls to 25% of their children and just 1% of their grandchildren. With a larger proportion of Hispanics being born in the U.S., English will increasingly supplant Spanish as the most effective language for marketing messages.

Still, Mercanti's research shows a continued affinity for products from the country of origin, even among non-immigrant descendants born in the U.S.--resulting, for example, in a boom in the Mexican food market, which now tops \$52 billion a year. Here, the study found that Hispanic consumers visit grocery stores three times as often as the population at large.

The U.S. Hispanic population remains an attractive market. According to Mercanti, its buying power will grow from \$838 billion in 2006 to \$1.3 trillion in 2011.

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