

Hispanic consumers' market clout grows despite Trump's Spanish-language pullback

Article

The news: The Trump White House's removal of the Spanish-language version of its website highlights risks for brands that neglect Hispanic consumers' \$2.8 trillion purchasing power.

While possibly unintentional—the administration did remove the Constitution page as well—this incident underscores the importance of meaningful engagement with diverse audiences beyond superficial communications.

Market dynamics: Hispanic consumers demonstrate significant engagement and expectations:

- Hispanic Americans outpace other demographics in spending growth, with purchasing power increasing 80% over the past decade.
- 41.6% of Hispanic consumers expect brands to support social causes, compared to 31.6% of non-Hispanic consumers, according to MRI-Simmons.
- 34% of Hispanic consumers spend \$50 to \$99 annually on publisher subscriptions, versus 29% of non-Hispanic consumers, per CivicScience data.

Language matters: Language and representation significantly affect brand relationships.

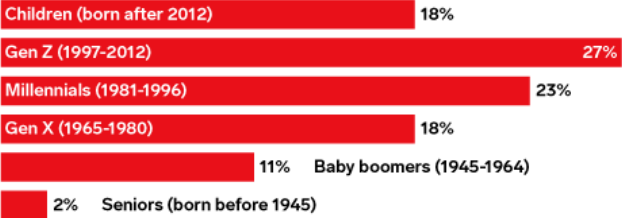
- Cultural authenticity and language accessibility directly influence purchasing decisions and brand loyalty. Despite that, just 27% of Hispanic consumers feel accurately represented in English-language media always or often.
- While 54% of US-born Hispanic adults prefer English news content, immigrant audiences strongly value bilingual or Spanish options, per Pew Research.
- Hispanic consumers demonstrate higher engagement across digital content categories, from technology to lifestyle topics.

Our take: As with some companies rolling back DEI initiatives in the wake of Trump's victory, the removal of Spanish-language resources serves as a cautionary tale for brands considering similar moves.

- Companies must recognize that Hispanic Americans represent not just a key demographic but **loyal consumers with significant buying power** expecting a degree of inclusivity.
- Success requires understanding the nuanced relationship between language preference and cultural identity, while recognizing that investment in representation represents both an ethical imperative and a strategic business decision.

Brands that fail to embrace this demographic risk significant financial and reputational consequences. Conversely, initiatives like **NBCUniversal** and **Telemundo's** investment in **Spanish-language Super Bowl rights** stand to win (Hispanic viewership of the game has grown 51% since 2021). Hispanic consumers are a young cohort—and brands will be advertising to them for decades to come.

US Hispanic Population, by Generation, 2024
% of total Hispanic population



Note: total Hispanic population is 65,661,023; Hispanic people may be of any race; numbers may not add up to 100% due to rounding
Source: US Census Bureau, "US Population Projections: 2023-2100"; EMARKETER, Nov 9, 2023

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