



## The Hispanic Consumer

### The Hispanic Shopper's Connection with Denim

The Hispanic consumer's affinity for fashion is well known in the apparel industry. This is evident in the entire lines of apparel developed specifically for this segment and the use of Spanish signage in stores and Hispanic personalities in advertisements to drive sales.

Also common knowledge is that Hispanic shoppers back up this desire for fashion with strong purchasing power, in 2005 spending on average nearly \$1,300 on apparel. When Cotton Incorporated's Lifestyle Monitor™ asked consumers what portion of \$500 they would spend on apparel, Hispanic women on average said they would allocate \$307.78, the most for any racial or ethnic group.

This affinity for apparel shopping extends to denim jeans. Lifestyle Monitor data reveal that regardless of race or ethnicity, the majority (74%) of shoppers "enjoy" or "love" wearing denim. However, this favorable attitude toward denim is most common among Hispanic women (80%). Similarly, although consumers of all racial or ethnic groups say they prefer denim jeans to casual slacks, Hispanic women show the strongest preference (80%).

#### The Hispanic shopper: Denim facts

**80%** say they enjoy or love wearing denim

**55%** say their major concern when purchasing denim is looking good (vs. being practical)



**84% disagree** with the statement "Jeans are in my past, not my future"

**80%** prefer denim jeans to casual slacks

Average number of brands of denim jeans owned = **5**

### Denim Jeans Ownership Among Hispanic Shoppers Is On the Rise

Over the last seven years, denim jeans ownership among Hispanic women has grown. According to the Lifestyle Monitor, consumers in 1999 said they owned an average

of 7.4 pairs of denim jeans, but in 2005, the number was up to 10.7. Compared with other racial or ethnic groups, Hispanic women own the second most pairs of jeans, after African American women (10.9). Not surprisingly, younger Hispanic women tend to own more jeans than

their elders. Those aged 16 to 24 and 25 to 34 own 13.0 and 10.6 pairs, respectively, and Hispanic women aged 35 to 55 and 56 to 70 own to 8.2 and 8.0 pairs, still relatively high numbers for these age groups.

#### Hispanic women would allocate a larger share of \$500 to apparel

<b>Hispanic</b>	<b>\$307.78</b>
African American	\$299.46
White	\$254.91

Source: Cotton Incorporated's Lifestyle Monitor™.

#### Denim jeans ownership and usage are high among Hispanic women

	Average no. of pairs	
	Owned	Worn regularly
African American	10.9	6.4
<b>Hispanic</b>	<b>10.7</b>	<b>6.9</b>
White	7.5	5.4

Source: Cotton Incorporated's Lifestyle Monitor™.

Hispanic women resemble other consumers in perceiving fit to be an important consideration when buying denim jeans. However, when it comes to paying for a pair of good-fitting denim jeans, Hispanic women are willing to spend the most of all racial or ethnic groups: \$38.02. According to NPD Fashionworld's AccuPanel, Hispanic women paid an average of \$25.72 for a pair of denim jeans in 2005. This gap between the price Hispanic shoppers are currently paying and what they are willing to pay presents an opportunity to retailers and manufacturers.