

NIQ Perspective

Hispanic Shoppers Are Saving in More Ways, Yet Still Spending More on Household Care

Here’s what industry experts are saying:

“Shoppers are redefining value, not abandoning household care. Hispanic households are a powerful example, adopting more cost-saving behaviors than most consumers while continuing to outspend the average household. The lesson for brands is clear: helping shoppers maximize value can be just as important as helping them minimize cost.”



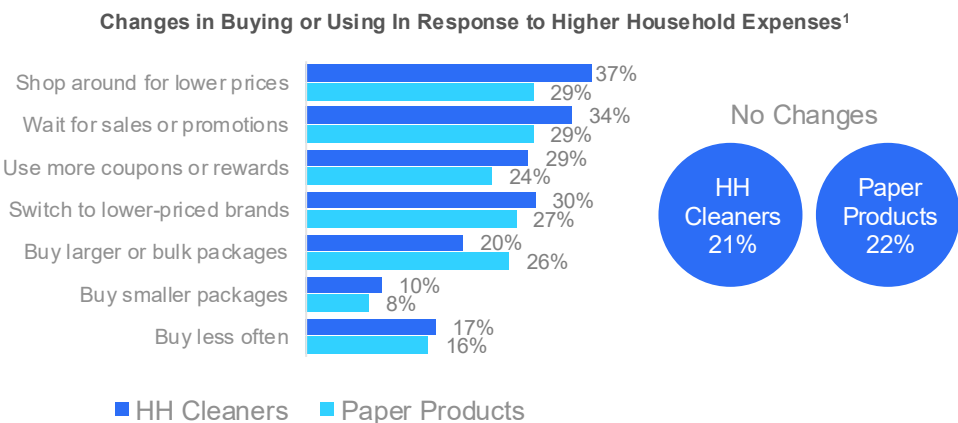
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The Takeaway...

- **Position Hispanic shoppers as a priority growth segment:** they spend more per buyer, making them a disproportionately valuable consumer group.
- **Develop value propositions that help Hispanic consumers stretch purchases:** Product concentration, durability, multipurpose benefits, and refill solutions align with their tendency to maximize usage.
- **Offer value at multiple price points:** Hispanic shoppers pursue both long-term savings through bulk purchases and lower upfront costs through smaller pack sizes.
- **Create culturally relevant messaging around household management:** Hispanic shoppers are actively adapting routines to manage rising costs, creating opportunities for brands that offer practical solutions and savings-oriented guidance.
- **Protect loyalty by reinforcing performance, not just affordability:** Hispanic households are more likely to optimize product usage than stop purchasing categories, making product efficacy and value critical drivers of retention.

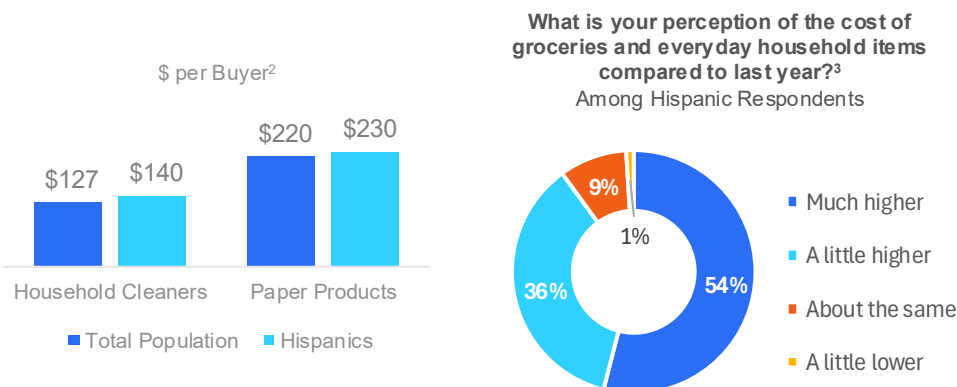
Implications for the Home, Family, & Baby Industry

Consumers change how they buy before they buy less often
Shoppers are more likely to seek deals than reduce purchase frequency.



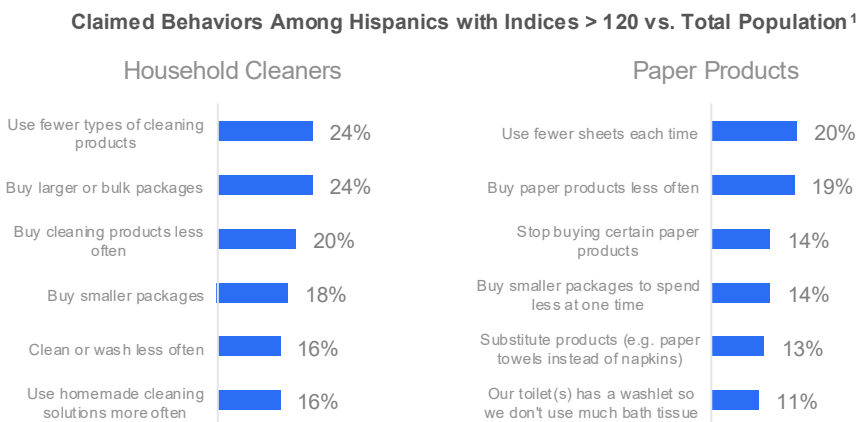
Hispanic households remain a critical source of value within household care

Hispanic shoppers spend 10% more on household cleaners and 5% more on paper products than the total population, even as nine in ten report higher household costs than a year ago.



Hispanic shoppers prioritize efficiency before reducing household care purchases

The largest behavioral shifts involve using less per occasion, relying on fewer products, and seeking larger pack sizes, suggesting households are optimizing consumption without abandoning household care needs.



¹Source: NIQ, BASES Quick Question Survey, August 2026, n=2,018, ²NIQ Omnishopper 52 weeks ending 8/8/2026, ³NIQ Omnibus Survey Recurring April 2026