

Innovations in technology are expected to ignite a boon for retailers this holiday season, especially among U.S. Hispanics

33%

Hispanics will spend more this year, averaging \$536

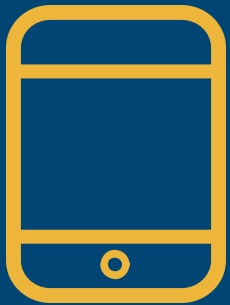


More disposable income and better access to brands online are two factors driving the uptick in spending among Hispanics



64%

Hispanics will shop on Amazon this year



62%

Of these online purchases will occur via smartphone



40%

Hispanic purchases will be made with a debit card



Family tops the holiday shopping list for Hispanics



Clothing, gift cards, and toys round out the top three types of gifts Hispanics will be purchasing



Hispanics more likely to be influenced by advertising

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