

# U.S. Healthcare's Growth Opportunity: Serving Hispanic Consumers with Spanish Content

U.S. Hispanics are an economically powerful, ever-growing—and still largely untapped—new market for many healthcare organizations.



## U.S. Hispanics At a Glance



**18%**

Hispanics make up about **18%** of the U.S. population

**75%**

Three out of four U.S. Hispanics speak Spanish at home

**\$1.3 trillion**

Their buying power hovers at around \$1.3 trillion

Many U.S. Hispanics prefer Spanish-language content and are more likely to buy online than the national average. In 2017, their buying power was higher than the GDP of Australia.



## Underserved Market, Tremendous Potential

Hispanics are historically underserved in healthcare, yet their economic impact can be enormous. U.S. Hispanics spent **\$10 billion** on health, wellness, prescription drugs and over-the-counter products.

### Healthcare Coverage

More Hispanics are getting healthcare coverage—but they're still the largest uninsured U.S. population, offering a sizable market to tap.



**17%**

Uninsured adult Hispanics under the age of 65, as of 2016



**8%**

Uninsured Hispanic children, as of 2015



**4%**

Hispanic children who gained health insurance between 2013-2015

## Where U.S. Hispanics Find Health Information

Hispanic consumers are influenced by numerous Spanish-language sources of health information.



Get health-related info from TV, radio, newspapers, magazines, the Internet and other media



Say their main source of health information is family, friends, churches or community groups



Have made changes in diet or exercise because of health information they obtained from the media

## Key Considerations

When sharing health information with U.S. Spanish speakers, keep these key facts in mind:

### 1 Medicare, Medicaid, SCHIP

Federally funded programs like these require healthcare providers to offer services for non-English speaking customers.



### 2 U.S. Hispanics prefer to consume online content in Spanish

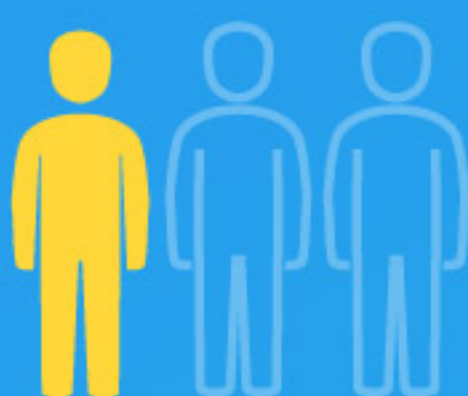


Spanish-dominant speakers who seek Spanish content for online activities



Bilinguals who seek Spanish content at least half the time they're online

### 3 U.S. Hispanics place high value on preserving their Spanish language



**60%**

Spanish-speaking immigrants who retain Spanish as their primary language

**1/3**

U.S. Hispanics who speak primarily Spanish



**95%**

Latinos who believe future generations should speak Spanish