

From household essentials
to lifestyle purchases:

ENGAGE HIGH-INTENT HISPANIC SHOPPERS

Hispanic consumers are highly influential in everyday shopping decisions across food, home, personal care, and lifestyle categories. From essential purchases to home improvements and indulgent moments, they are one of the most active and responsive consumer groups in the U.S. Powered by Canela Audience Solutions (CAS), advertisers can leverage precision targeting at scale across CTV, social, display, and more.



SHOPPING AUDIENCE SNAPSHOT

90% of Canela Audiences are discount shoppers.*

90% of Canela Audiences are beauty & fashion shoppers.*

81% of Canela Audiences are online shoppers.*

160IDX Canela's Audience is more likely to live in households that spent \$400+ on groceries in the past 7 days.**

*Canela Audience Solutions, (April 2026) | **Scarborough USA+ (Current 6 months) 2025 Release 1 Total (Jul 2024 – May 2025), Canela Media Audience, Past 30 days.

SHOPPING PURCHASE MOMENTS



- 1. ALWAYS ON:** High-frequency purchase behavior across food, beverages, household essentials, beauty, and pet care.
- 2. SEASONAL PEAKS:** Elevated shopping during key retail moments such as back-to-school, holidays, summer refresh, and promotional events.
- 3. TRIGGER MOMENTS:** Life-stage and need-based purchases including home upgrades, tech replacement cycles, and personal care routines.
- 4. CULTURAL MOMENTS:** Occasions tied to celebrations, weekends, family gatherings, and culturally relevant holidays driving consumption spikes.

CANELA
AUDIENCE SOLUTIONS

Through **Canela Audience Solutions (CAS)**, brands can connect with **active shoppers** through curated audience segments, **available across preferred buying platforms.**

SAMPLE SEGMENTS

- > Food Buyer
- > Coffee, Tea & Cocoa
- > Baking & Cooking
- > Home Decor Buyer
- > Home Improvement Buyer
- > Home Furnishings Buyers
- > Consumer Electronics Buyers
- > Soda
- > Desserts
- > Facial Care
- > Pet Buyer
- > Wine
- > Internet Buyer
- > Female Apparel Shopper
- > Health & Beauty Products Buyers