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Quinceañera Market to Grow 33% in 2007

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Source: MediaBuyerPlanner.com

Article Highlights:

- \$400 million will be spent on quinceañeras in 2007.

- Hispanic families on average spend anywhere from \$4,000 to \$5,000 on the celebrations.



Hispanics now make up 14 percent of the U.S. population and the teenaged Hispanic population is forecast to grow 18 percent by 2012. Quince Girl publisher Will Cain anticipates that roughly \$400 million will be spent on quinceañeras in 2007, up from \$300 million in 2006, reflecting a continued growth in overall spending.

Hispanic families on average spend anywhere from \$4,000 to \$5,000 on the celebrations, and many spend much more to create lavish parties for teenage girls and their friends.



Families purchase not only the core products and services dedicated to the event, but also items that “outfit” a girl for a new stage in her life, “similar to what happens to individuals after a wedding or college graduation,” says Cain. “As a result, fashion, beauty, auto, education, and many more product and service providers have a new consumer - with a diverse set of demands - to reach.”

