



For Immediate Release

Contact: Liz Chatelain
elchat@mvimarketing.com

8 Out of 10 Hispanic Consumers to Purchase Fine Jewelry in Next 12 Months USA Hispanic Jewelry Consumer Market Study Released

15 September 2011, *Paso Robles California* - What Hispanics want to purchase, how much will they spend, and from which retailers is defined in The Hispanic Jewelry Market in the USA: The Hidden Giant 2011, a research report released today by The **Jewelry Consumer Opinion Council® (JCOC)** to coincide with the beginning of *Hispanic Heritage Month* in the United States.

“The results of this study are dramatic and present several significant opportunities to fine jewelry retailers and manufacturers to better understand and cater to the Hispanic market,” announced Marty Hurwitz, CEO of **MVI Marketing Ltd. (MVI)** the parent company of the **JCOC**. “Not only is the Hispanic population in the USA exploding, but the Hispanic appetite for watches, diamonds and colored gemstones is voracious,” Hurwitz continued.

The 60-page report details and analyzes the data collected in an exhaustive consumer market research study conducted in conjunction with **Offerwise**, a leader in Hispanic consumer market research. The **American Gem Trade Association (AGTA)** www.agta.org was a major sponsor of the study.

Hurwitz goes on to say: “The Hispanic Jewelry Consumer is the next giant growth demographic for the jewelry business in the USA. It is now a US\$8.7 billion market, which represents a 6-fold increase over our **JCOC** 2005 Hispanic market study. In this study we were able to segment consumers by level of acculturation in the USA. Distinctive marketing is needed for each Hispanic consumer segment.”

Highlights in the report include:

- ✚ Retailer outlet preferences
- ✚ Use of the Internet and websites
- ✚ Driving factors for watch and jewelry purchases
- ✚ Untapped products and services
- ✚ Successful marketing angles
- ✚ Shopping experience do's and don'ts
- ✚ What roll brands play
- ✚ Diamonds and gem lab certification
- ✚ Colored gemstones and the Self Purchasing Hispanic female
- ✚ Action steps for retailers and brands

The Hispanic Jewelry Market in the USA: The Hidden Giant 2011 is available at the MVI website for US\$2,500... www.mvimarketing.com.
