



# **The Power of the Mamiverse**

PRESENTED BY **BODEN**

# Latina Moms Are Growing in Numbers

They are on the come up, affecting the world around them on every level with their **latinidad**.

8.2MM LATINA MOMS IN THE U.S.

Latinas are 1.5X more likely to be moms than total women

Bilingual, but skew Spanish

Represent 19% of the U.S. Hispanic population

38% of Latinas are Moms

Skew younger, 73% of Latina moms are between the ages of 25-44

43% are U.S. born and raise kids to also embrace their American lifestyle and identity, which may not have been the case in their own childhood

# Both In and Out Of the Household,

## Latinas Are Making Jefa Moves

**Many hustle for financial gains** and are big goal-setters when it comes to securing the bag.

- 42% have full-time jobs
- 2x as likely to report wanting to start their own business compared to White and Asian mothers
- 44% of Latina-owned businesses are run by moms (vs 34% of women-owned businesses overall)
- Over the past 30 years, households headed by Latina moms saw the largest growth

Some fully devote themselves to staying at home and bring value back tenfold, taking their role as **CEO de la familia** very seriously.

- 29% are stay-at-home moms
- Moms should be paid approximately \$184,820 for the 18 or so jobs she must tackle on the daily
- Family life is full, raising multiple children from a variety of age ranges

# They represent a major opportunity for brands

Just as they step up their game in all other facets of life, Latina moms are also shopping bigger and savvier than ever.

Total Hispanic **spending power** expected to top \$1.9 trillion by 2023, with Latina moms as main drivers. They are the financial gatekeepers and prime decision makers when it comes to products and brands that enter their homes

Source: [Gatekeepers of the Home: Reaching the Hispanic Mom](#)

They are a **tremendous force of influence** who are shaping the next generation of U.S. Hispanics

It's Not Only Purchasing Power, It's

**Culture Power**

# Truth: They Create a Living Culture

No matter where they live or what they encounter in their day-to-day, once a Latina's family gets home they are immersed in the comforts of their *cultura*.

Latinas prioritize the preservation of their *latinidad* through their cuisine, home decor, language, and family traditions.

These *mamás* are doing more than improving their children's quality of life—they are giving life to their culture that will later become their legacy.





The influence of Latina moms extends way beyond the home or office. They are

single-handedly **changing  
the cultural**

**landscape**, shining a spotlight on their heritage, work, talent, and drive.

A graphic design featuring the text "Pop Culture" in a bold, stylized font. The text is yellow with a thick red outline and a white drop shadow. The background is a vibrant red with a white halftone dot pattern. Four white lightning bolt shapes are scattered around the text. The top and bottom edges of the red area are jagged, suggesting a torn paper effect. The top of the image is a solid yellow band, and the bottom is a solid light blue band.

**Pop  
Culture**



# TV AND FILM

Latina moms often tout that the beauty of motherhood is proving how much a woman is capable of doing—oftentimes all at once.

There has been an uptick in strong maternal characters, whose rich, multi-dimensional stories of navigating motherhood are depicted through a Latina lens. These characters are rooted in culture and serve up major mom goals.

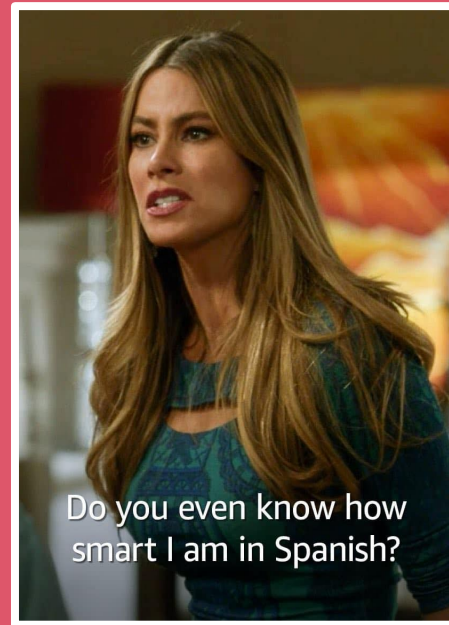




Jennifer Lopez plays **Anya**, a former assassin turned fierce mama bear who emerges from hiding in the Alaskan wilderness to protect a daughter she gave up for adoption years earlier in the new Netflix movie *The Mother*.



**Penelope Alvarez** from *One Day at a Time* is a single mom and war vet, living in a multigenerational Cuban-American household. She's resilient, outspoken, and an extremely hard worker, completely devoted to taking care of her loved ones.



**Gloria Delgado-Pritchett** played by Sofia Vergara is a feisty yet fun-loving unapologetic Latina mom on the ABC comedy *Modern Family*. As a character designed to poke fun at Latina stereotypes, her charming, iconic one-liners have recently seen a resurgence on TikTok.



# MUSIC

Latinos have been making waves and breaking into the cultural mainstream with iconic hits that top the global charts, and empowering *mamis* have been at the forefront.

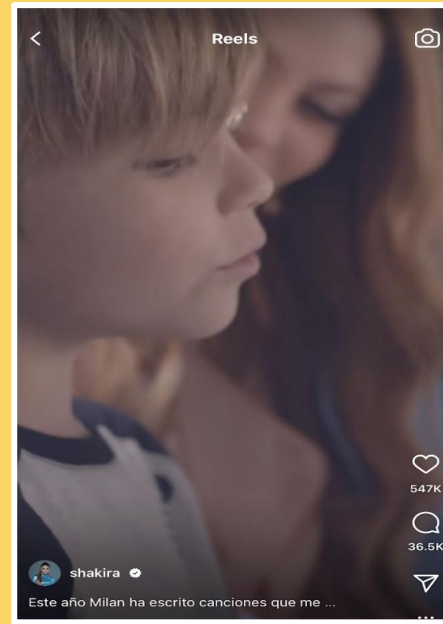
These superstars proudly embrace the role of motherhood on and off stage, often incorporating their children in performances and other projects.



**Evaluna**, Venezuelan singer and wife of Latino pop-star Camilo, proudly showed off her baby bump on tour, performing the couple's hit song "Indigo," an ode to their daughter. The song topped the *Billboard* charts and scored a Latin GRAMMY nomination for Song of the Year.



Dominican-American rapper **Cardi B** will soon star as Sharki B in the animated film *Baby Shark's Big Movie*. Her husband Offset and daughter Kulture will also have cameos as members of the shark family.



**Shakira** just dropped her latest track "Acróstico" which serves as a love letter to her sons Milan and Sasha, whose vocal chops were featured in the music video shared on social.

# FASHION AND BEAUTY

Time and again, Latinas have proven to be trendsetters in both fashion and beauty.

But the definition of beauty has evolved. While every *mamá* enjoys sharing images in full glam, there is a newfound push for rawness and realness, with new moms showing up as their most authentic selves.





Mega beauty influencer **Desi Perkins** is one of the most sought-after makeup artists and founder of fan-favorite skincare line Dezi Skin. Included as a [Top 100 Latina Powerhouse](#).



**Dulce Candy** is a mom, published author, Iraq War veteran, meditation teacher, and more. Known for her tutorials and motivational messages. Recipient of first-ever Hispanicize "Latinovator" Award and featured in [Parents Latina](#).



**Camila Coelho** is a self-made entrepreneur, featured in the [Forbes 30 under 30 List](#). She is the founder and designer of her eponymous clothing line, Camila Coelho Collection, and luxury beauty brand Elaluz.



# SPORTS AND FITNESS

Despite the overall lack of cultural representation in sports, Latina athletes and fitness buffs are pioneers in their respective fields and are writing the rules for their success. Thus changing the game for future generations.



**Melissa Alcantara**, also known as 'Fitgurlmel', is Dominican-American celebrity fitness trainer, bodybuilder and author, who rose to fame as Kim Kardashian's fitness coach. She has been featured in various publications including [Women's Health Magazine](#).



**Robin Arzón** is Peloton's VP of fitness programming and head instructor. A former attorney and *New York Times* best-selling author, she founded lifestyle membership club *Swagger Society*, and has been featured in [Parents Latina](#).



**Diana Taurasi** is one of the top basketball players of our time. Named one of the [Top 100 Latina Powerhouses](#), she believes [being a mom](#) pushes her to become a better player.



# SAZÓN

There is nothing better than pulling up a seat at la *mesa de mamá* and savoring a home cooked meal.

Latina moms believe it is their responsibility to keep culinary traditions alive for generations to come, creating a path for rising culinary stars to showcase how food is at the heart of our culture.





Next Level Chef contestant **Omi Hopper** launched her culinary career through TikTok. She became a food entrepreneur and recently launched her first product: *Sofrito Fresquecito*. Her success has been covered by *LATINA* and [\*People\*](#).



**Marcela Luz Valladolid** is a chef and author. She was the host of the *Food Network* series “Mexican Made Easy”, and a judge on “Best Baker in America”. She has been featured in [\*Parents Latina\*](#).



**Yvette Marquez** is a chef, an Emmy-winning producer and writer, award-winning food blogger, and author. Named one of the [Top 100 Latina Powerhouses](#).

# THE HUSTLE

Latinas approach life with a *sí, se puede* attitude.

Many are all about entrepreneurship, pursuing their dreams, and becoming independent, making the balance of domestic responsibilities and work an artform.





Sister duo **Mabel** and **Shaira Frías** are the founders of Luna Magic Beauty, a brand which celebrates Afro-Latina culture sold at Target and Walmart. They first gained recognition on ABC's *Shark Tank* and have been featured in *Allure*, *Forbes* and *Essence*.



**Beatriz Acevedo** is one of the leading inspirational voices and Latina entrepreneurs, as Co-Founder and President of *mitú* and Co-Founder and CEO Of *Suma Wealth*. She is dedicated to creating opportunities for diverse youth and influences positive depictions of Latinos in society.



Mother-daughter duo **Rea Ann Silva** and **Erica Dickerson** founded Beautyblender and are among the Top 100 Latina Powerhouses. They've worked together since the conception of the company and often talk about their journeys as working moms.



# PURPOSE DRIVEN

Latina moms have a unique approach to entrepreneurship. They are more likely to prioritize community engagement and social impact through their businesses, while empowering others around them.

It's not just about making a profit, it's about giving back to the community that raised them.



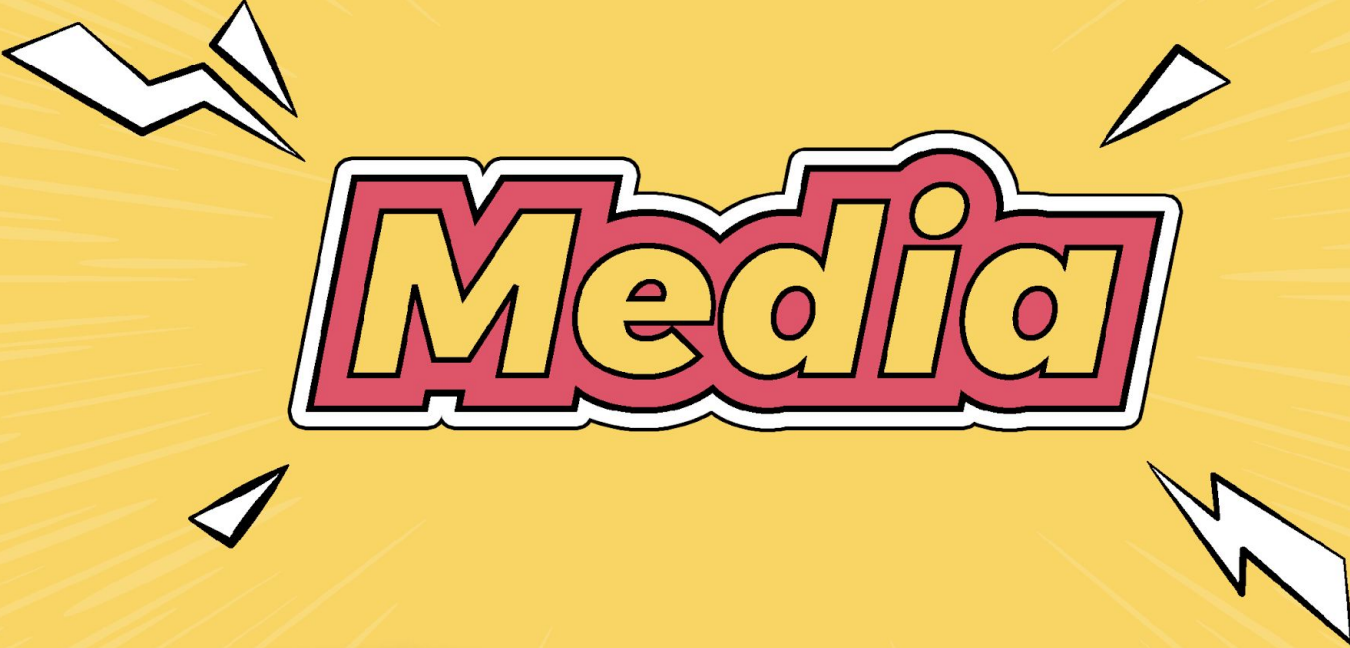
**Patty Rodriguez** and **Ariana Stein** started *Li! Libros* in 2014 because they had trouble finding children's books in both English and Spanish. The Huntington Park company now has 14 titles, all written by its co-founders to promote reading in both languages.



**Maria Eugenia Zelaya** is the Executive Director of *Children Beyond Our Borders*, a public school Spanish teacher and mom of two. She is committed to giving back to Latino students by providing access to education and health.



**Monica Ramirez** is the founder and president of *Justice for Women*, which protects and advances migrant women's rights through education, public awareness and advocacy.

The word "Media" is written in a bold, stylized font. The letters are filled with a yellow-to-orange gradient and have a thick red outline. The text is set against a yellow background with a radial line pattern. Four white lightning bolt shapes are scattered around the text, pointing towards it. The overall design is vibrant and energetic.

**Media**

# If There Is Media to Be Consumed, Latina Moms Are There

They are some of the most versatile media consumers, using both traditional and non-traditional media to stay connected and informed. Through these channels, they can access information and entertainment in English and Spanish to connect with their heritage in unique and multifaceted ways. This fluidity in media consumption defies all means of categorization or pigeonholing.

## Magazines



## Radio



## Streaming Video



## Spanish and English Language Media







# **MAMI PODCASTS**

**ARE MAKING WAVES**



## Motherish

A podcast about motherhood and all its adventures by first-time, working moms, TV personality Pamela Silva and tech guru Karen Comas.



## Super Mamas

Top-rated podcast, hosted by sisters Paulina and Bricia Lopez. Super Mamas is a judgment-free space where new, expecting, and experienced mothers come together to learn from one another.



## Good Moms Bad Choices

Rated in the top 5% of podcasts globally, this platform hosted by Erica and Milah serves as a safe space for moms to share, listen and learn about parenthood, sex, culture, and mental health.

# LATINA MOMS

ARE LEAD REPORTERS,  
EDITORS & PRODUCERS





**Lilliana Vazquez** is an Emmy-winning host, TV personality, style expert, and producer. Vazquez was the host of E! Entertainment's daily morning shows *E! News* and *Pop of the Morning*, the first and only Latina to hold the role in the show's 30 year history.



**Pamela Silva** is a Peruvian-American six time Emmy award winning journalist and co-anchor of *Univision's* daily newsmagazine, *Primer Impacto*. She often documents her daily life with son Ford and has been featured in several lifestyle magazines with him.



**Adamari Lopez** is a Puerto Rican actress known for starring in famed Puerto Rican and Mexican *telenovelas*. She was a host on the Telemundo morning show *Hoy Día* for more than 10 years and is a Latina ambassador for WW, formerly Weight Watchers.



# Social Media

# Behaviors & Trends

To connect with Latina moms you must speak their *idioma*, identify with their experience, and seek them out where they spend most of their time.

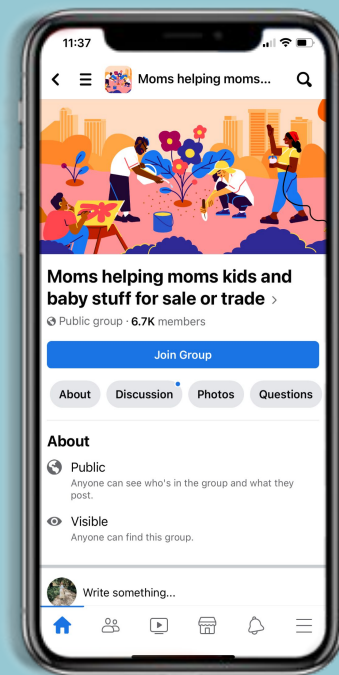
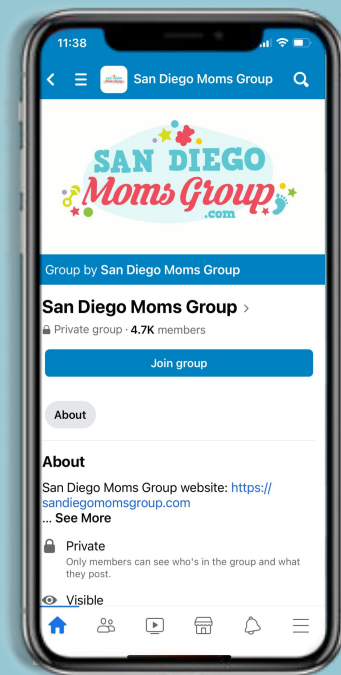
They mainly turn to social media to recharge and connect with their passions, so targeting them via digital, mobile-optimized content is integral for any marketing plan to pack a punch.



# Virtual Communities

Whether you're a first-time *mami* or adding to an ever-expanding brood, raising kids doesn't come with a manual—and many questions arise along the way.

Luckily, social media forums can be super helpful for *mamas* when seeking advice, product reccos, resources and a sense of community.



# MAMI INFLUENCERS ARE TAKING OVER SOCIAL

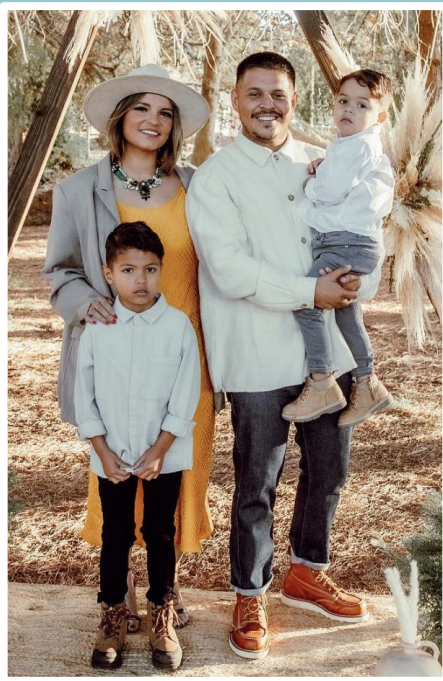
Latina influencers with kids bring the unique perspective of their *cultura*, language, and life experiences to their feed, sharing their motherhood journeys and beyond.

Whether it's parenting tips, health insights, mama-to-mama real talk, fashion advice, décor ideas, DIY how-tos or tasty recipes, these Latina influencers are serving up major inspo.

[Women of Color Growing Force as Mom Influencers](#)







**Claudia Feliz Garay**  
**@thelatinamom**

Mexican mother of two boys, Claudia Felix Garay shares content about a women's lifestyle and family from the perspective of a young Latina.



**Andrea Espada**  
**@andreaespadatv**

Colombian TV personality who found fame as the host of *UFC Now*. Known for her comedy sketches and family vlogs with her family: The Royalty Family.



**Laura Reynoso**  
**@spanglisfashion**

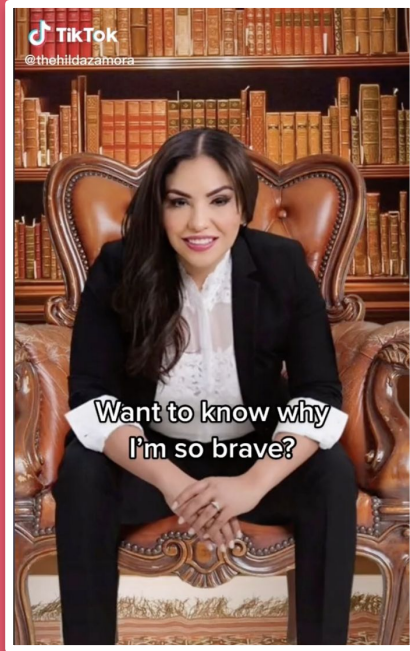
Laura has made a mark in the lifestyle space. The expert on all things fashion, beauty, and travel finds her greatest inspiration in her kids.

# YOUNG LATINOS ARE BRINGING MOMS TO THE FOREFRONT OF THEIR FEED

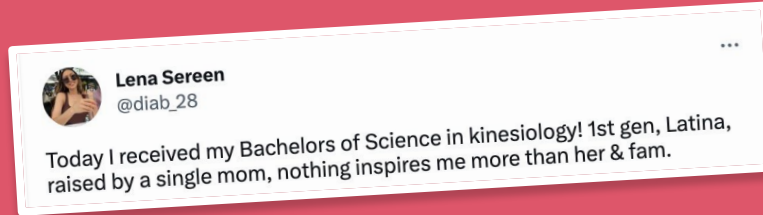
As the next generation of Latinos step into the spotlight and dominate social media feeds, they are paying homage to the powerful women that raised them with engaging, viral trends that highlight *señora-isms* and nuances of growing up in a Latina mom's household.



# Many credit their moms as a main source of inspiration.



Click [HERE](#) to watch



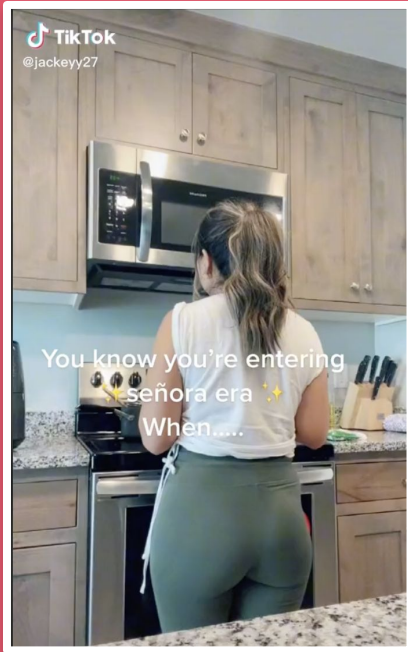
## 21 Times Latina Moms Gave Their Kids Advice That Stuck With Them For Life



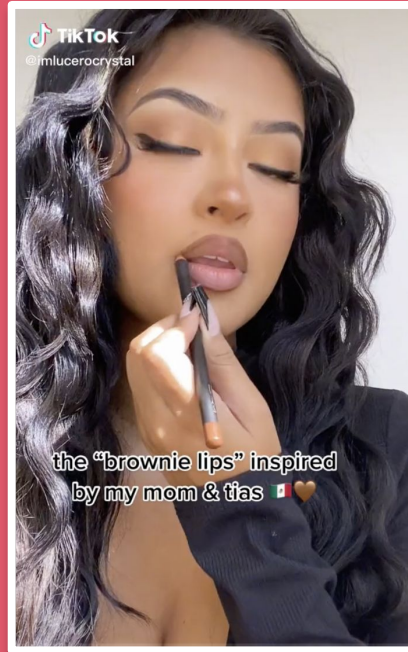
Click [HERE](#) to watch

Some are embracing their ✨SEÑORA ERA✨ and using humor to spotlight the influence their mothers have on their everyday lives...

Click [HERE](#) to watch



Click [HERE](#) to watch



**mitú**

**No, You're Not Imagining It — You Know  
You're Turning Into Your Latina Mom When...**

**BE Latina**

**Madre Mía: Unpacking the Divine Role  
of Mothers in Latin Culture**

...and how they straddle living *entre culturas*.

# In fact, they are making **Latina Mom culture** go mainstream

## BuzzFeed

Meet Xiomara Rodriguez, The Viral TikToker Who Is Reminding Latinos Of Their Moms



## mitú

The 11 Funniest 'Acting Like My Hispanic Mother' TikTok Videos From Kat Stickler

BY ANDREA REINDL | NOVEMBER 3, 2021 AT 5:23 PM



One of her ongoing comedy bits that has fans coming back for more is her impersonation of her Hispanic mother. Through hilarious imitations and near-universal tropes, Kat has tapped into the experiences of literally millions of Latinx TikTok users. From keeping tons of pans in the oven to being a slave to chisme, Kat Stickler nails her impression of her Hispanic mother — and millions of other Hispanic moms as well. Take a peek at some of our favorite "Acting Like My Hispanic Mother" TikTok videos below.

# Taking Over **TikTok**

Click [HERE](#) to watch



**Jenny Lorenzo** became a viral sensation with her beloved mom and abuela character. She is known for her Latino-based content seen through the comedic and nostalgic lens of a 1st generation Cuban-American.

Click [HERE](#) to watch



**Jose Delgado**, another one of many comedy and lifestyle content creators inspired by Latina moms.

Click [HERE](#) to watch



### Señora Urge

Clever and fun statements about the universal experiences of Latina moms and how they interpret/react to things.

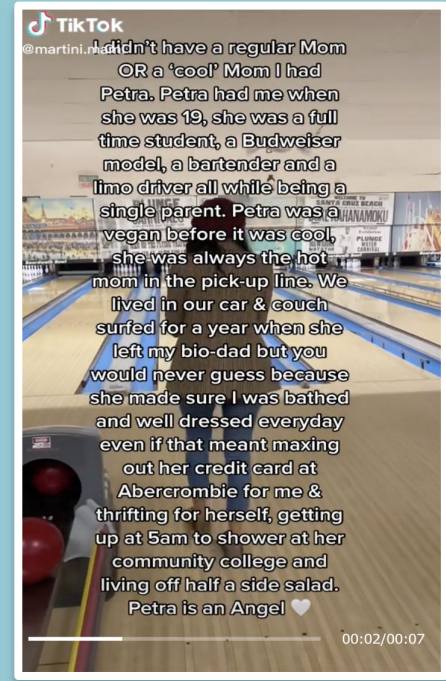
Click [HERE](#) to watch



### American Moms vs Latina Moms

A comparison between the parenting styles of Latinas and American moms

Click [HERE](#) to watch



### I don't have a \_\_\_\_\_, I have a \_\_\_\_\_.

Users play the popular Lana del Rey song "Norman f—ing Rockwell" while they write a long description of someone important in their life. Users used this trend to pay tribute to their Latina moms.

# Takeaways

With authenticity highly valued among Latina moms, **leveraging cultural trends increases engagement and loyalty** among this fast-growing segment.

Latina moms connect with **brands who tap into their passion points, earning their advocacy** and loyalty.

Latina moms are versatile media consumers. **Targeting diverse, bilingual channels** to engage them is a crucial component for marketing success.

Latina moms turn to social media to recharge and connect with their interests, making **digital, mobile-optimized content** key in reaching them where they are at.



**¡Gracias!**

**BODEN**

Interested in Learning More?  
**CONTACT US**



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