

Not only is the market large and fast-growing, 38% of the Hispanic population is under the age of 18. Families have more children per household than their non-Hispanic counterparts.

Last year, the U.S. Census Bureau said most Hispanic population growth is being fueled by Hispanics born in the United States, rather than by immigration.

That, Rincón said, means the Hispanic consumers -- known for brand loyalty -- have a new generation that's forming different tastes and shopping habits.

"That's a lot of potential customers," he said.

cwebb@bizjournals.com | 214-706-7156

© 2006 American City Business Journals Inc.  [Add RSS Headlines](#)

Post a Job Locally

Single Job Posting for \$280

Create your job ad in as little as a few minutes and it will appear on the local business journal website for 60-days. Candidate resumes are filtered by position requirements and delivered directly to your email inbox. **Get Started Today!**

» **Special Offer:** 3 job posts and resume search - \$600

Today's Featured Jobs powered by bizjournalsHire

- [Director of Sales - Conference Centers - Dallas/ F - ARAMARK](#)
- [Accounting Assistant - Raymond Walls](#)
- [Technical Sales Consultant/SE - Dallas - Siemens Communications, Inc.](#)
- [Cobol Programmer - Irvine Technology Corp](#)
- [Teradata Architect - GoTechNow](#)

[More Local Jobs](#)

→ [Post Jobs](#) | → [Post Your Resume](#) | → [Search Jobs](#)

All contents of this site © American City Business Journals Inc. All rights reserved.