



HIRI

HOME IMPROVEMENT
RESEARCH INSTITUTE

Building Loyalty with Hispanic Contractors

Hispanic Contractor Trends

Hispanic contractors represent an influential and growing segment within the home improvement industry. They bring unique attitudes, behaviors, and challenges that offer building product manufacturers and retailers both opportunity and risk.

According to [HIRI's Hispanic Contractor Study](#), this segment shows greater optimism, an openness to innovation, and a strong commitment to community values. Understanding these preferences—and adapting accordingly—will help brands foster stronger relationships and drive growth. Here's what the research reveals.

Concerns Specific to Hispanic Contractors

25%

Financing

20%

Global Conflicts

19%

Consumer Preferences



Hispanic pros show **greater confidence in market growth and their businesses**—but face more **concerns about financing access**. Brands that promote **flexible financing and partnership** can build loyalty.

Optimism Drives Opportunity

Hispanic contractors report **greater optimism** about the home improvement market and their own business prospects than non-Hispanic peers. They express fewer concerns about economic trends and interest rates, though they do show heightened sensitivity to issues such as **access to financing** and the **impacts of global conflicts**.

Brands can meet this forward-looking mindset by **emphasizing opportunities for growth** in their messaging and by **highlighting financing options** and **flexible payment programs**. Helping these contractors navigate financial hurdles not only builds trust but positions your brand as a **valued business partner**.

Specialty Focus Shapes Purchasing

Rising material costs and labor pressures affect all contractors, but Hispanic pros report feeling these challenges more acutely. Many are striving to **maintain project margins** while navigating higher costs and ongoing difficulties in sourcing skilled labor.

Brands that clearly communicate the **value of their products**—especially those that **reduce installation time or jobsite inefficiencies**—will gain favor among this group. Marketing should highlight how **products help control costs, optimize labor use, and contribute to project profitability**.

Hispanic
Contractors
Reporting:

Significant
Increase

Slight
Increase

Change in Product/
Materials Costs

24%

40%

Change in
Project Costs

22%

43%

Compared to
Non-Hispanic Contractors:

Product/Materials

49%

18%

Project

52%

16%

Hispanic Contractors Who

54%

Tried a New Product

45%

Tried a New Brand or Manufacturer

34%

Tried a New Supplier or Retailer

Openness to New Brands and Digital Tools

Hispanic contractors are **more open** to trying new brands and products, with **54% having tried something new** in the past three months. They also lead in online ordering, with **nearly half making purchases digitally**. **Convenience, accessibility, and innovation** are top priorities.

Building product brands must deliver **seamless digital experiences** to attract and retain these customers. A strong online presence, accurate product information, intuitive ordering, and reliable fulfillment will help convert their openness into brand loyalty. Marketing should also position brands as **innovation partners** aligned with the way Hispanic contractors increasingly work.

Open to New Brands



Digitally Oriented



Value Convenience & Innovation

Key Qualities of Hispanic Contractors

Addressing Communication Gaps

While Hispanic contractors face similar homeowner challenges as other pros, they report **more frequent miscommunications and compatibility issues** when dealing with manufacturers. **Warranty concerns** and **lack of clarity** around product usage also stand out.

Brands can close these gaps by investing in **clearer, more accessible product documentation**, offering **culturally relevant training materials**, and **enhancing customer service experiences**. Proactively addressing these friction points helps build **long-term trust** and encourages **repeat purchases**.



Points of Friction
for Hispanic Contractors



25%

Identify Tech Integration as the Biggest Opportunity for Growth

A Forward-Looking Approach to Innovation

Hispanic contractors are **eager adopters of new technology**. One-fourth identify tech integration as the biggest growth opportunity in the home improvement sector. Many are already using AI tools, design software, and CRM platforms to elevate their businesses.

To align with this innovation mindset, building product brands should offer **digital resources, training, and tools** that help Hispanic contractors **stay ahead of industry trends**. Positioning products as **compatible** with modern, tech-enabled workflows will further strengthen brand appeal.

What Brands Should Focus On



Digital Resources



Training and Tools



Workflow Compatibility

Prioritizing Sustainability and Community

Hispanic contractors place strong emphasis on **eco-friendly building practices** and **community engagement**—priorities that distinguish them from some of their non-Hispanic peers. Roughly one-third are seeking to differentiate their businesses through **sustainability and social impact**.

Brands can connect with these values by highlighting how their products **support sustainable building**, contribute to **healthier living environments**, and create **positive community outcomes**. Storytelling that reflects a **shared commitment** to environmental and community well-being will resonate deeply with this audience.

Building Stronger Connections with Hispanic Contractors

Hispanic pros are **optimistic, innovation-minded, and receptive** to brands that communicate clearly, support their growth, and reflect their values. Building product manufacturers and retailers that meet these expectations—through **smarter communication, targeted product support, value-driven solutions, and a strong digital presence**—will foster loyalty and drive meaningful business growth with this influential customer group.

Download the full [Hispanic Contractor Study](#) and explore additional insights by becoming a HIRI member today.

Access the Full Report

Companies Distinguished By Fostering Community Engagement

22% Non-Hispanic

29% Hispanic



Companies Distinguished By Eco-Friendly Practices

24% Non-Hispanic

31% Hispanic



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Executives Across Business Units Are Able To:

- Understand Key Purchase Drivers in the Evolving Marketplace
- Understand Pro and Consumer Attitudes and Behaviors
- Increase Organization ROI
- Identify Emerging Opportunities & New Revenue Streams

Directors & Managers Use HIRI Research To:

- Extend Departmental Budgets and Increase ROI
- Be Better Informed to Execute on Departmental Initiatives
- Drive Decisions with Authoritative Customer- and Market-Centric Research

Customer Insights Analysts & Researchers Are Able To:

- Spend Less Time on Data Collection
- Provide Well-Rounded Analysis to Executives
- Decrease Turnaround Times
- Leverage Historical Data to Inform Leadership's Understanding of Emerging Questions of the Day

Perks of a HIRI Membership

- ★ \$1M in up-to-date, primary market research conducted by industry recognized researchers at The Farnsworth Group
- ★ No limits on the number of users with full access to HIRI resources within each organization
- ★ On-demand access to raw data files alongside a Research Report on every study
- ★ Support from HIRI's research specialists
- ★ Member exclusive participation rights in the annual HIRI Summit. The HIRI Summit facilitates presentations by leading home improvement industry experts so that HIRI members maintain a comprehensive understanding of how to stay ahead of the changes impacting the home improvement market.



Join the Ranks of 100+ Leading Companies Driving the Home Improvement Industry

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