Remitly Launches en Español

Posted on September 2, 2026 by Tatyana Manheim

Tu dinero. Tu idioma. Tu gente. (*Your money. Your language. Your people).*

Más que una traducción: Remitly crea un nuevo espacio en español para nuestra comunidad
More Than Translation: Remitly creates a new Spanish-language space for our community

Starting in September, we're launching Remitly en Español, a new social-first space created to connect with Spanish-speaking customers in the U.S. through useful, culturally relevant and entertaining content.

Remitly en Español is about more than translating content into Spanish. It's about creating content *in Spanish, for Spanish-speaking communities*, reflecting the ways our customers communicate, celebrate cultures, support families with Remitly, and stay connected with loved ones across borders.

For many customers, Spanish is already a central part of their Remitly experience. More than one-third of existing U.S. Remitly accounts have Spanish set as their language, and that share is even higher among newer customers. Spanish is the #1 language selected among new Remitly U.S. app downloads.

Content made for communities

Launching across Instagram, Facebook, TikTok and YouTube, Remitly en Español gives customers a new place to discover helpful information and see their experiences reflected in the content they engage with every day.

This month marks the beginning of the new channels in recognition of Hispanic Heritage Month, celebrated September 15 through October 15.

Among other items, customers can look forward to:

- Product tutorials and how-to content to help get more from Remitly and navigate money transfers with confidence.
- Country-specific content, beginning with key Latin American corridors and expanding to reflect the diversity of the communities we serve.
- Cultural and family-focused entertainment inspired by the moments and traditions that matter to our communities.
- Hispanic Heritage Month stories highlighting the cultures, traditions, food, families and experiences that connect Spanish-speaking communities across borders.
- Latin American Independence Day moments celebrating the histories and traditions of the countries customers call home.

Celebrating what connects us

At its heart, Remitly en Español is about meeting customers where they are. Whether looking for helpful information about money movement needs, a story that reminds people of home, or even something entertaining to share with family and friends, Remitly en Español will celebrate the connections that bring people together across borders.

As the community grows, we'll continue listening and creating content that reflects what matters most to them —because staying connected is about more than sending money. It's about the people, places and cultures that make those connections meaningful.