

Hispanic Cooking Enthusiasts - US - September 2018

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"Hispanics over index for enthusiasm toward cooking. Their enthusiasm is not only reflected in the time they spend in the kitchen, but in how they choose to spend that time and who they cook for."

- **Juan Ruiz, Director of Hispanic Insights**

This report looks at the following areas:

- **The majority of Hispanics are Cooking Enthusiasts**
- **Lower household incomes influence Hispanics' perception of premium**
- **Traditional gender roles still apply**
- **Routine and desire to please may hinder creativity**

Their cooking approach is continually evolving and influenced by people close to them, as well as media (online and offline). Brands that understand the drivers behind Hispanic Cooking Enthusiasts' passion may be in a better position to become part of their cooking routines.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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