

Hispanics' Snacking Preferences - US - February 2019

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"For most categories, Hispanic households' consumption of snacks is higher among English-dominant Hispanics. Engaging with Spanish-dominant Hispanics to increase consumption would drastically increase Hispanics' contribution to the snacks market. Brand efforts in this regard need to promote not only the brand but the category as well."

- Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- Hispanics aren't thinking about health and ingredients when choosing snacks
- Hispanics associate sweet and salty snacks with different needs and occasions
- Sweet snacks encourage impulse purchases, salty snacks benefit from repeat purchases

Based on changes in consumption since 2014, Spanish-dominant Hispanics' consumption of sweet snacks shows growth, highlighting the importance of emotional factors to promote trial.

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DID YOU KNOW?

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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