

Hispanic Consumers' Diet and Wellness - US - March 2013

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"The Hispanic population has the second highest rate of being obese in the U.S.. What healthy foods Hispanics are buying and how they seek health information is dependent upon age and acculturation level. It is clear that this underinsured population is in need of more services and more health food lines that are aligned to meet their needs."

– Leylha Ahuile, Senior Multicultural Analyst

In this report we answer the key questions:

- What are Hispanic consumers looking for when purchasing healthy foods?
- How does acculturation level affect Hispanic consumers' diet and wellness?
- Who do Hispanics turn to for health information?

Hispanics are the nation's largest minority group, making up more than 54.5 million people, or about 17.2% of the U.S. population. Hispanic population will grow by almost 30% from 2008-18 with much of that growth coming from births and not immigration as in previous years. Additionally, Hispanics alone will comprise 18.6% of the total population by 2018. This population growth will also bring a significant increase in purchasing power. Hispanic purchasing power is projected to reach nearly \$1.7 trillion by 2017, up from nearly \$1.2 trillion in 2012.

As the largest minority group, changes to healthcare in the U.S. as proposed in the Affordable Care Act will particularly affect Hispanic consumers as well as health companies marketing to this demographic. Larger numbers of Hispanics (currently the ethnic group with the highest uninsured rate) will become insured and health insurance companies must begin to take a multicultural approach to services and marketing. Food manufacturers, OTC remedy brands, diet and fitness companies, and other healthcare service providers will do well to reach out to this growing demographic and partner with health insurance companies as the face of health in America changes in the next decade.

This report builds on Mintel's reports: *Hispanic Diet and Wellness—U.S., November 2009; Hispanic Diet—U.S., September 2011; Marketing Health to Blacks and Hispanics—U.S., January 2011; Hispanics Online—U.S., April 2011; Hispanics and the Grocery Store Experience—U.S., December 2012; Marketing to Hispanic Moms—U.S., February 2013; The Private Label Hispanic Consumer—U.S., August 2012; Marketing Health to Women—U.S., November 2011; Snacking Preferences of the Hispanic Consumer—U.S., October 2012; Latina Consumer—U.S., May 2011; Marketing to Hispanic Men—U.S., December 2012; Vitamins and Minerals—U.S., December 2011; and Hispanics and Entertainment—U.S., June 2012.*

This report provides insights and observations on the overall health and wellness of Hispanic consumers, and examines the factors that attribute to their lifestyle and wellbeing. Also included in this report is how certain attitudes and behaviors lead to a poor diet, how Hispanic consumers perceive their body size, and a look at the sources of health information used among Hispanics. New to this report is a review of how Hispanic consumers are influenced on their purchase of over-the-counter medications and the reasons for consuming these products.

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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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