

Hispanic Consumers and Non-Alcoholic Beverages - US - November 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Hispanics purchase a variety of non-alcoholic beverages in a typical month. While health benefits, nutrition content, calories, and ingredients play a role in choosing which brands to purchase, pleasing their families with a beverage that they like is ultimately the most important factor.”

– Juan Ruiz, Senior Multicultural Analyst

This report looks at the following areas:

- Are Hispanics switching to healthier beverages with fewer calories?
- How to buck tradition? How to get noticed?

Hispanics purchase a variety of non-alcoholic beverages for their families and for their own consumption. When deciding which beverages to buy, they tend to look for the ones that they consider healthy, good for their families and, most importantly, have good flavor. Hispanics welcome products that offer health benefits or that are vitamin or nutrient enhanced. At the same time, while Hispanics would like to consume beverages that are all natural or free from preservatives, they don't lose sleep over that; in fact, few consider that not having high-fructose corn syrup is important when deciding which beverages to purchase.

Most non-alcoholic beverages categories have brands that are well-known and popular among Hispanics and others that are trying to gain some share. However, the majority of brands are part of very fragmented markets and may have a harder task ahead before gaining a solid base of Hispanic drinkers.

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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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