

Hispanics' Diet and Wellness - US - March 2016

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

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"Having a healthy lifestyle is important for Hispanics. More than half are proactive in terms of diet and exercise; however, since in general Hispanics feel they are healthy, the need for change may not be evident for all."
- Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- Hispanics are a healthy bunch
- Hispanics have a variety of reasons to live healthy lifestyles
- The will has the power

Feeling better, looking better, and living longer are main drivers behind healthy lifestyle goals. However, there are a variety of challenges, such as lack of willpower, lack of time, and financial constraints preventing them from achieving some of their diet and wellness goals.

Mintel's *Hispanics' Diet and Wellness – US, March 2016* explains in detail what Hispanics think about diet and wellness, including how they perceive their own health and weight, and their attitudes towards healthy lifestyles, including diet and exercise. The Report also includes an analysis of Hispanics' motivations for achieving these goals and the barriers preventing them from doing so.

Findings in this Report can be supplemented by analysis presented in Mintel's Reports: *Black Consumers' Diet and Wellness – US, March 2016*, *Healthy Lifestyles – US, October 2015*, *Diet Trends – US, September 2015*, and *Hispanics and Healthcare – US, August 2015*.

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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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