

Hispanics - Feeding Their Kids - US - October 2016

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"When feeding their kids, Hispanic parents want to feel in control. However, that is not always possible as the foods they feel comfortable serving their kids are not the same their kids like and Hispanic parents need to make compromises. The discrepancies in expectations can create some tension when kids ask for foods they like and they can be vocal when they don't get what they want."
- Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- There are three types of Hispanic parents
- No matter what parents think, kids are in control
- Parents and kids don't agree on what is good food

This Report provides analysis and insights on the attitudes, perceptions, issues, and behaviors Hispanic parents have toward feeding their kids. For the purposes of this Report, Mintel has used the following definitions:

- Parents are both single and married, both mothers and fathers
- Where significant, other adult caregivers in households who influence and impact feeding are considered
- Children are aged 3-17
- Eating in-home and on-the-go – food prepared and eaten in the home or prepared at home to eat outside the home (snacks, on-the-go, packed lunches).

This Report does not include dining out, prepared foods purchased outside the home and brought home to eat (takeaway, delivery) or eaten on-the-go (drive through), or food prepared outside the home that is part of kids' eating repertoire (school-provided lunches, school-provided snacks, etc).

This is one of many Reports that Mintel has produced to understand the household dynamic around children. Readers may also be interested in Mintel's *Marketing to Hispanic Moms – US, September 2016*, *Family Dynamics of Hispanic Consumers – US, May 2015*, and *Black Consumers – Feeding their Kids – US, October 2016*.

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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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