

Hispanics and Fast Casual Dining - US - February 2016

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"Hispanics over index for use of all subcategories of fast casual restaurants which makes them an important segment that fast casual restaurants can't ignore. However, in spite of this, Hispanics tend to have difficulties seeing a better value in fast casual restaurants when comparing these to other types of restaurants."

- Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- Hispanics over index for all fast casual dining subcategories
- Most Hispanics don't see a better value in fast casual restaurants compared to other types of restaurants
- Not overcomplicating it – it's all about the food

The food service market is becoming more complex with trends such as fast restaurants aiming to offer more healthful foods and Hispanic independent stores representing a convenient alternative that also offer good value for the money. For the long-term wellbeing of fast casual restaurants, it is important to clearly define – and communicate – their positioning based on the taste and quality of the food to avoid becoming lost between different types of restaurants.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

Hispanics' expenditures on LSRs projected to reach \$48.7 billion by 2019

Figure 1: Expenditures and fan chart forecast of Hispanic consumers on limited service restaurants, at current prices, 2010-20

The issues

Hispanics over index for all fast casual dining subcategories

Figure 2: Fast casual restaurant types Hispanics used in the past month, Hispanics vs all, October 2015

Most Hispanics don't see a better value in fast casual restaurants compared to other types of restaurants

Figure 3: Hispanics' perception of value – Fast casual restaurants vs other types of restaurants, October 2015

Not overcomplicating it – it's all about the food

Figure 4: Hispanics' reasons to visit fast casual restaurants, October 2015

The opportunities

Going beyond lunch and dinner

Figure 5: Hispanics' visits to fast casual restaurants by type and meal of the day, Indexed to all*, October 2015

Children are the future

Speaking their language

Figure 6: How Hispanics learn about fast casual restaurants, October 2015

What it means

The Market – What You Need to Know

Hispanics' expenditures on LSRs currently estimated at \$38.1 billion

Structural market factors may affect fast casual restaurants

Other trends affecting the market

Market Size and Forecast

Hispanics' expenditures at LSRs projected to almost double between 2010 and 2020

Figure 7: Expenditures and fan chart forecast of Hispanic consumers on limited service restaurants, at current prices, 2010-20

Figure 8: Expenditures by Hispanic households on limited service restaurants, at current prices, 2010-20

Market Factors

Improving labor market for Hispanics has a positive impact on their confidence

Figure 9: Hispanic unemployment, January 2007-December 2015

Hispanics live in larger households and are more likely to have children

Figure 10: Average household size and average number of adults and children in households, by race and Hispanic origin, 2014

Figure 11: Presence of children in household, by race and Hispanic origin, 2014

The Hispanic population is young

Figure 12: Population by Hispanic origin and generation share, 2015

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Bicultural Hispanics fueling growth of fast casual restaurants

Figure 13: Hispanics' change in behavior toward fast casual restaurants, by household income, October 2015

Market Perspective

Hispanics claim to be cooking more at home

Figure 14: Hispanics' change in behavior toward fast casual restaurants, by gender and age, October 2015

New foods more appealing as Hispanics become more acculturated

Figure 15: Attitudes about trying new foods, Hispanics by language spoken at home vs all, July 2014-September 2015

Understanding how Hispanics define foreign foods

Figure 16: Attitudes about eating foreign foods, Hispanics by language spoken at home vs all, July 2014-September 2015

The trend toward more healthful foods gains relevance with higher incomes

Figure 17: Hispanics' attitudes about healthier fast food, by household income, July 2014-September 2015

Key Players – What You Need to Know

Fast casual restaurants that build strength around food may do well

Differentiation from other restaurants is the biggest challenge

More fragmentation is to be expected

What's Working?

In a fragmented market, clearly defining strengths of the food

Pollo Tropical

Figure 18: Pollo Tropical® is Growing, January 2014

El Pollo Loco

Figure 19: About El Pollo Loco, July 2014

Roti Mediterranean Grill

Figure 20: The Roti Story, September 2012

Costa Vida Fresh Mexican Grill

Figure 21: What we're made of – Hatch green chiles, Costa Vida Mexican Grill, October 2015

What's Challenging?

Differentiation from fast food restaurants

Figure 22: Average number of limited service restaurants Hispanics visit in a typical month, by age, July 2014-September 2015

What's Next?

More fragmentation coming to a market near you

The Consumer – What You Need to Know

Hispanics more likely to visit fast casual restaurants than all US consumers

Hispanics' visits to fast casual restaurants are limited mainly to lunch and dinner

Fast casual restaurants not a better value for most Hispanics

Meeting expectations lead to repeat visits

The price/quality relationship needs to communicate value

The power of recommendations

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Hispanics and Fast Casual Dining

Hispanics over index for all fast casual dining subcategories

Figure 23: Fast casual restaurant types Hispanics used in the past month, Hispanics vs all, October 2015

Younger Hispanic men drive visits

Figure 24: Fast casual restaurant types Hispanics used in the past month, by gender and age, October 2015

More affluent Hispanics eating more at fast casual restaurants

Figure 25: Hispanics' change in behavior toward fast casual restaurants, by household income, October 2015

Meals Hispanics Eat at Fast Casual Restaurants

Hispanics over index for lunch and dinner at fast casual restaurants

Figure 26: Hispanics' use of fast casual restaurants by type and meal of the day, indexed to all, October 2015

The competition for Hispanic customers is more evident during lunch

Figure 27: Correspondence analysis – Types of restaurants and types of meals, October 2015

Figure 28: Types of restaurants, October 2015

Fast Casual Restaurants versus Fast Food Restaurants

Few Hispanics consider fast casual restaurants offer a better value than fast food restaurants do

Figure 29: Hispanics' perception of value – Fast casual restaurants vs fast food restaurants, October 2015

More affluent Hispanics more likely to see value in fast casual restaurants

Figure 30: Hispanics' perception of value – Fast casual restaurants vs fast food restaurants, by household income, October 2015

Hispanics not replacing casual dining restaurants with fast food restaurants

Figure 31: Hispanics' change in behavior toward fast casual restaurants, by household income, October 2015

Fast Casual Restaurants versus Casual Dining Restaurants

Hispanics see equal value in fast casual restaurants and in casual dining restaurants

Figure 32: Perception of value among Hispanics – Fast casual restaurants vs casual dining restaurants, October 2015

Less-affluent Hispanics gravitating toward fast casual restaurants instead of casual dining restaurants

Figure 33: Hispanics' change in behavior toward fast casual restaurants, by household income, October 2015

Fast Casual Restaurants versus Hispanic Independent Restaurants

Hispanics have a slight inclination to see better value in Hispanic independent restaurants

Figure 34: Perception of value among Hispanics – Fast casual restaurants vs Hispanic independent restaurants, October 2015

Less-acclulturated Hispanics see better value in Hispanic independent restaurants

Figure 35: Hispanics' perception of value – Fast casual restaurants vs Hispanic independent restaurants, by level of acculturation, October 2015

Bicultural Hispanics eating more at Hispanic independent restaurants

Figure 36: Hispanics' change in behavior toward fast casual restaurants, by level of acculturation, October 2015

Hispanics' Reasons to Visit Fast Casual Restaurants

It's all about the food

Freshness can be a differentiating factor

Value doesn't necessarily mean promotions

What about children?

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Figure 37: Hispanics' reasons to visit fast casual restaurants, October 2015

Less-acclulturated Hispanics give more relative weight to a kid-friendly atmosphere

Figure 38: Hispanics' reasons to visit fast casual restaurants, October 2015

Hispanics' Opinions About Fast Casual Restaurants

Satisfaction leads to repeat visits, but opportunities for stronger engagement exist

Establishing clear expectations and delivering upon them is key to developing a clientele

Price/quality balance needs to be carefully evaluated in a competitive environment

Restaurants' values and ethics may be important, but mostly unknown

Figure 39: Hispanics' opinions about fast casual restaurants, October 2015

Figure 40: Hispanics' opinions about fast casual restaurants, by level of acculturation, October 2015

Hispanics more willing to pay more at fast casual restaurants (if quality deserves it)

Figure 41: Hispanics' opinions about fast casual restaurants, Hispanics vs all, October 2015

How Hispanics Learn About Fast Casual Restaurants

Recommendations are key to making fast casual restaurants known

Figure 42: How Hispanics learn about fast casual restaurants, October 2015

Bicultural Hispanics more open to learn through multiple sources

Don't underestimate the power of Spanish-language TV

Figure 43: How Hispanics learn about fast casual restaurants, October 2015

Change in Use of Coupons, Loyalty Programs, Other Deals at Fast Casual Restaurants

Use of coupons, loyalty programs, other deals shows limited change

Figure 44: Hispanics' change in behavior at fast casual restaurants – Use of client engaging tactics, by level of acculturation, October 2015

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Correspondence analysis methodology

Abbreviations and terms

Abbreviations

Terms

A note on acculturation

Appendix – The Market

Figure 45: Expenditures by Hispanic households on dining out, at current prices, 2010-20

Figure 46: Expenditures by Hispanic households on dining out, at inflation-adjusted prices, 2010-20

Figure 47: Expenditures by Hispanic households on dining out, by segment, at current prices, 2010-20

Figure 48: Expenditures by Hispanic households on dining out, by segment, at current prices, 2013 and 2015

Figure 49: Expenditures by Hispanic households on limited service restaurants, at current prices, 2010-20

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