

Hispanic Consumers and Dining Out - US - November 2017

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Hispanic expenditures on dining out reached \$70.9 billion in 2017, a 28% increase since 2012. The challenge for restaurants is to stand out in a fragmented market where Hispanics have multiple options to choose from. Location, flavor, value, and atmosphere can make a difference in restaurant selection as Hispanics balance trying out new restaurants with visiting a few restaurants over and over again.

This report looks at the following areas:

- Dining out is a highly competitive market
- Too much to choose from can affect loyalty
- Restaurant success is built on a combination of factors

Hispanics' dining out expenditures reached an estimated \$70.9 billion in 2017, which is a 28% increase since 2012 and similar to the 28% increase in total US dining out expenditures over the same period. From 2012-17, Hispanics' spending growth in full-service restaurants outpaced overall US spending growth in the segment, hinting that the Hispanic market has significant growth potential as its share of expenditures is currently still significantly below its share of the population.

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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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