

Hispanics and Non-alcoholic Beverages - US - December 2017

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This report looks at the following areas:

- Trial occasions may not happen naturally
- Family likes and health benefits don't appeal to the same Hispanics
- Concerns about sugar content and price can hinder further growth

As the markets mature and become fragmented, brands have two options to grow: either competing through price to gain market share, or widen the association of their brands to other occasions in order to grow their market.



"Hispanic expenditures on non-alcoholic beverages continue to grow at a healthy pace. The challenge for brands in the different categories is to promote trial as Hispanics may not proactively do so due to their satisfaction with the beverages they currently drink."

- Juan Ruiz, Director of Hispanic Insights

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- Expenditures growth is driven by bottled water
- Flavor matters to Hispanics
- Health is important, but Hispanics are keeping it simple
- Hispanics tend to have larger families
- Hispanics are young

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- **Hispanics are value-oriented**
- **Hispanics have 20 countries of origin**

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- Hispanics show flexibility when thinking about non-alcoholic beverages
- Price and sugar content are the main purchase barriers

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