

Hispanics and Alcoholic Beverages - US - February 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Hispanics' expenditures on alcoholic beverages have experienced significant growth over the past five years. However, Hispanics' share of expenditures under indexes considerably relative to their share of the population."

- Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- Relaxation yes, but there has to be something else
- Brand is really important
- Drinking occasions are key

Hispanics tend to gravitate mainly toward beer, and they under index for drinking spirits and wine. However, access to better opportunities and a continued shift toward biculturalism creates opportunities for brands of alcoholic beverages to grow not only their share, but the size of the Hispanic market as a whole. The challenge for brands is to be noticed and to give Hispanics a reason for trial.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Hispanics and Alcoholic Beverages - US - February 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

Overview

The issues

Relaxation yes, but there has to be something else

Figure 1: Hispanics' top reasons for drinking alcoholic beverages, indexed to all, December 2017

Brand is really important

Figure 2: Reasons important to Hispanics when choosing beer – Select reasons, indexed to all, December 2017

Drinking occasions are key

Figure 3: Correspondence analysis – Association of alcoholic beverages and occasions, December 2017

The opportunities

Leveraging current drinkers

Figure 4: Hispanics' consumption of alcoholic beverages, by language spoken at home and household income, July 2016-August 2017

The potential of bilingual/bicultural Hispanics

Figure 5: Hispanics' consumption of spirits, by language spoken at home, July 2016-August 2017

The importance of defining drinking reasons

Figure 6: Top factors influencing Hispanics when choosing spirits – Select factors, indexed to all, December 2017

What it means

The Market – What You Need to Know

Hispanics' expenditures on alcoholic beverages are growing but still below fair share

It is a young market

Hispanics are value oriented

Hispanics have 20 countries of origin

Hispanic drinkers are not all the same

Market Size

Hispanics spend \$21.8 billion on alcoholic beverages

Figure 7: Expenditures by Hispanic households for on-premise and off-premise alcoholic beverages, at current prices, 2012-17

Figure 8: Expenditures by Hispanic households for on-premise and off-premise alcoholic beverages, at inflation-adjusted prices, 2012-17

Market Factors

The Hispanic market is young

Figure 9: Population by Hispanic origin and generation, 2018

Hispanics' median household income is lower

Figure 10: Median household income, by race and Hispanic origin of householder, 2016

Figure 11: Household income distribution, by race and Hispanic origin of householder, 2015

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Hispanics and Alcoholic Beverages - US - February 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Low unemployment can give Hispanics confidence to spend

Figure 12: Hispanic unemployment (seasonally adjusted), January 2007-November 2017

Hispanics' country of origin/descent includes 20 countries

Figure 13: Hispanic population, by country of origin/heritage, 2015

Alcoholic Beverages Attitudinal Segments

There are four segments for Hispanics and alcoholic beverages

Figure 14: Hispanics and alcoholic beverages dining out attitudinal segments, December 2017

Social Justifiers (32%)

Opportunities

Characteristics

Figure 15: Profile of Hispanic Social Justifiers, December 2017

Relaxed Drinkers (29%)

Opportunities

Characteristics

Figure 16: Profile of Hispanic Relaxed Drinkers, December 2017

Pragmatic Moderates (19%)

Opportunities

Characteristics

Figure 17: Profile of Hispanic Pragmatic Moderates, December 2017

Averse Drinkers (20%)

Opportunities

Characteristics

Figure 18: Profile of Hispanic Averse Drinkers, December 2017

What's Happening? – What You Need to Know

Hispanics may be an important target for flavored launches

New cocktail recipes can be a way to connect with Hispanics

Having a presence at the multiple retailer types is important

The importance of being creative

What's Happening?

Hispanics are more open to try flavored alcoholic beverages

Figure 19: Consumption of flavored beer, by race and Hispanic origin, indexed to all, August 2017

Hispanics over index for trying new cocktail recipes

Figure 20: Attitudes toward spirits, by race and Hispanic origin, indexed to all, August 2017

Hispanics buy alcoholic beverages in multiple places

Figure 21: Purchase location for spirits, by race and Hispanic origin, indexed to all, August 2017

Promoting categories

Finding creative ways to stand out

The Consumer – What You Need to Know

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Hispanics and Alcoholic Beverages - US - February 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Taste is not a priority
The challenge to grow consumption of spirits and wine
Younger Hispanics are key for beer brands
Brand is so important in beer
The importance of bilingual Hispanics to spirits
Spirits are for special occasions
Imported beers are suffocating craft/microbrewed beer

Why Do Hispanics Drink Alcoholic Beverages?

Fun can trump taste
Figure 22: Hispanics' reasons for drinking alcoholic beverages, indexed to all, December 2017
Figure 23: Hispanics' reasons for drinking alcoholic beverages – Select reasons, by gender and age, December 2017
"Focus on self" increases with acculturation
Figure 24: Hispanics' reasons for drinking alcoholic beverages – Select reasons, by level of acculturation, December 2017

What Alcoholic Beverages Do Hispanics Drink?

Hispanics' consumption of alcoholic beverages is discretionary
Figure 25: Hispanics' consumption of alcoholic beverages, indexed to all, July 2016-August 2017
Figure 26: Hispanics' consumption of alcoholic beverages, by language spoken at home and household income, July 2016-August 2017

Hispanics and Beer

Hispanic over index for imported beer
Figure 27: Hispanics' consumption of beer, indexed to all, indexed to all, July 2016-August 2017
Beer consumption decreases with age
Figure 28: Hispanics' consumption of beer, by age, July 2016-August 2017
More affluent Hispanics have more sophisticated tastes
Figure 29: Hispanics' consumption of beer, by household income, indexed to all, July 2016-August 2017

Important Factors When Choosing Beer

Brand matters
Figure 30: reasons important to Hispanics when choosing beer, indexed to all, December 2017
Does local resonate with Hispanics?
Figure 31: importance Hispanics give to local breweries when choosing beer, by key demographics, December 2017
Does low-alcohol-content beer resonate with Hispanics?
Figure 32: Importance Hispanics give to low alcohol content when choosing beer, by key demographics, December 2017

Hispanics and Spirits/Liquor

What can other spirits learn from tequila?
Figure 33: Hispanics' consumption of spirits, indexed to all, July 2016-August 2017
Figure 34: Hispanics' consumption of spirits, by language spoken at home, July 2016-August 2017

Important Factors When Choosing Spirits

There has to be a reason

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Hispanics and Alcoholic Beverages - US - February 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 35: Factors influencing Hispanics when choosing spirits, indexed to all, December 2017

The influence of ingredients at home

Figure 36: Factors influencing Hispanics when choosing spirits – Ingredients I already have at home, by key demographics, December 2017

Associations of Beverages and Occasions

Little differentiation in beer types highlights the importance of brand

Occasions for spirits are narrower

Wine is all about food

Opportunities for spirits and wine

Figure 37: Correspondence analysis – Association of alcoholic beverages and occasions, December 2017

Figure 38: Association of alcoholic beverages and occasions, December 2017

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

What is acculturation?

Appendix – The Consumer

Figure 39: Hispanics' consumption of beer, by age, indexed to all, July 2016-August 2017

Figure 40: Hispanics' consumption of beer, by household income, indexed to all, July 2016-August 2017

Figure 41: Hispanics' consumption of spirits, by age, indexed to all, July 2016-August 2017

Figure 42: Hispanics' consumption of spirits, by household income, indexed to all, July 2016-August 2017

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com