

# Hispanics and the Restaurant Decision Making Process - US - October 2018

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

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"Hispanics' dining out expenditures grew 23% from 2013-18 to reach an estimated \$75.4 billion. Still, their current share of total expenditures is a fraction of their population share relative to the total US. Several factors such as youth, disposable income, and lifestage explain why Hispanics fall short."

- **Juan Ruiz, Director of Hispanic Insights**

This report looks at the following areas:

- **Less-affluent Hispanics gravitate toward value**
- **Lines between categories are becoming blurred**
- **Half of Hispanics go to the same restaurants over and over again**
- **Balancing previous experiences with family preferences**

Hispanic expenditures on dining out reached \$75.4 billion in 2018, a 23% increase since 2013. Restaurants need to address the factors that figure most strongly in Hispanics' decision process; recommendations and online reviews are most impactful and help Hispanics to move from awareness to trial. However, after an initial visit, the overall experience and family preferences are key to drive repeat visits.

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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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