

Hispanics' Diet and Wellness – US – January 2019

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Four segments of Hispanics approach diet and wellness differently
- Hispanics recognize stress in their lives
- Hispanics' diet has room for not-so-healthy foods



"How Hispanics approach their overall wellbeing depends on how concerned they are about their physical and emotional wellbeing as well as how they eat. How they react to these concerns shows that the Hispanic market is far from being homogeneous, and each of the different segments offers unique characteristics for brands to act upon."

– Juan Ruiz, Director of Hispanic Insights

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HISPANICS' DIET AND WELLNESS ATTITUDINAL SEGMENTS

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- **Physical wellbeing takes priority over mental or emotional wellbeing**
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