

## Hispanics and Shopping the Perimeter of the Store - US - November 2019

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 shop for perimeter-of-the-store foods at a variety of retailers. They don't mind shopping more often to buy fresh foods. They also don't mind driving long distances in their search for value and quality."  
**- Juan Ruiz, Director of Hispanic Insights**

This report looks at the following areas:

- Freshness is key, but cost has the deciding vote
- Relevant promotions benefit both brand and store
- Leverage second-tier claims and affordability

The fact that Hispanics underindex by a large margin for shopping at traditional supermarkets highlights Hispanics' different approach to perimeter categories compared to the average US consumer. Understanding these differences is vital to connect with the Hispanic market.

**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 Shopping the Perimeter of the Store - US - November 2019

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

Market overview

Figure 1: Hispanics' perimeter-of-the-store attitudinal segments, August 2019

Video summary

Top takeaways

The opportunities

Freshness is key, but cost has the deciding vote

Figure 2: Factors influencing purchases of perimeter-of-the-store categories, August 2019

Relevant promotions benefit both brand and store

Figure 3: Factors Hispanics would like to see more of when shopping at the perimeter of the store, August 2019

Leverage second-tier claims and affordability

Figure 4: Types of fruits and vegetables Hispanics consume, indexed to all, April 2018-June 2019

What it means/what's next

### The Market – What You Need to Know

The perimeter of the store: Hispanics have always been there

Key demographics influence how they shop the perimeter of the store

Four distinct groups of Hispanics relate to the perimeter of the store differently

### Market Perspective

The broader market sees growth for perimeter-of-the-store sales

The Hispanic contribution

In-store bakeries: sweet pastries

Figure 5: Hispanics' purchases of boxed pastries from a supermarket – past three months, indexed to all, November 2018

Fresh fruit and vegetables: the organic opportunity

Figure 6: Types of fruits and vegetables Hispanics consume, indexed to all, April 2018-June 2019

Meat, fish and poultry: focus on core cuts for chicken and beef

Figure 7: Types of meat, fish and poultry Hispanics consume, indexed to all, April 2018-June 2019

### Market Factors

Hispanics are overrepresented in urban areas

Figure 8: Hispanics' share of total population in urban, suburban and rural areas, 2016

Larger household sizes may prompt Hispanics to eat more at home

Figure 9: Average number of people per household, by race and Hispanic origin, 2017

Figure 10: Households with related children, by race and Hispanic origin of householder, 2017

Hispanics are value-oriented consumers

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://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](mailto:reports@mintel.com)

# Hispanics and Shopping the Perimeter of the Store - US - November 2019

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 11: Median household income, by race and Hispanic origin of householder, 2017

Figure 12: Household income distribution, by race and Hispanic origin of householder, 2017

## Shopping the Perimeter-of-the-Store Attitudinal Segments

There are four types of Hispanic perimeter-of-store shoppers

Figure 13: Hispanics' perimeter-of-the-store attitudinal segments, August 2019

Prepared Food Embracers (32%)

Figure 14: Profile of Prepared Food Embracers, August 2019

Perimeter Averse (23%)

Figure 15: Profile of Perimeter Averse, August 2019

Perimeter Enthusiasts (23%)

Figure 16: Profile of Perimeter Enthusiasts, August 2019

Perimeter Advocates (23%)

Figure 17: Profile of Perimeter Advocates, August 2019

## Implications of Attitudinal Segments

Fresh foods are worth frequent trips to the store

Figure 18: Hispanics' attitudes toward convenience in the perimeter of the store, by attitudinal segments, August 2019

Picky eaters can hinder the excitement for exploring the perimeter of the store

Figure 19: Hispanics' attitudes toward flexibility in the perimeter of the store, by attitudinal segments, August 2019

Fresh produce is a grocery retailers' business card

Figure 20: Hispanics' attitudes toward quality in the perimeter of the store, by attitudinal segments, August 2019

There is no middle-point with prepared foods

Figure 21: Hispanics' attitudes toward prepared foods in the perimeter of the store, by attitudinal segments, August 2019

## What's Happening – What You Need to Know

Perimeter-of-the-store offerings need to reflect local communities

Perimeter-of-the-store departments contribute to overall store positioning

Coupons have limited power to promote trial

Hispanics underindex for finding locally grown claims relevant

## What's Happening

Players differ by region

Figure 22: Northeast region – Supermarkets and food stores Hispanics shopped – past four weeks, indexed to all, April 2018-June 2019

Figure 23: Midwest region – Supermarkets and food stores Hispanics shopped – past four weeks, indexed to all, April 2018-June 2019

Figure 24: South region – Supermarkets and food stores Hispanics shopped at – past four weeks, indexed to all, April 2018-June 2019

Figure 25: West region – Supermarkets and food stores Hispanics shopped at – past four weeks, indexed to all, April 2018-June 2019

Perimeter-of-the-store offerings fit into a bigger picture

Perimeter-of-the-store products are key to make or break new services

Figure 26: Walmart Facebook posts about grocery delivery and grocery pickup services, September – October 2019

Figure 27: H-E-B Facebook posts about grocery delivery and grocery pickup services, July-September 2019

Perimeter-of-the-store products can convey authenticity

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://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](mailto:reports@mintel.com)

# Hispanics and Shopping the Perimeter of the Store - US - November 2019

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 28: Instagram post from Vallarta Supermarkets – Flavors from my land, October 2019

Figure 29: Sedano's Supermarkets Facebook post highlighting ingredients of traditional Puerto Rican dish, September 2019

Perimeter-of-the-store foods communicate freshness, quality and value

Figure 30: ALDI USA Facebook posts about value, August-October 2019

## What Needs Context

Coupons and their impact promoting trial

Figure 31: Hispanics' coupon usage and reason to use, indexed to all, April 2018-June 2019

Locally grown claims

Figure 32: Relevance of locally grown claims to Hispanics, by age, indexed to all, April 2018-June 2019

## The Consumer – What You Need to Know

Hispanics not as keen for traditional supermarkets

Freshness matters, but so do taste and cost

In-store coupons and product sampling resonate with different types of users

Hispanics need a push to increase their consumption of perimeter-of-the-store foods

## Perimeter Retailers

Hispanics don't agree on which stores they associate with fresh foods

Figure 33: Stores Hispanics associate with fresh foods, by level of acculturation, August 2018

Traditional supermarkets face significant competition targeting Hispanics

Figure 34: Retailers Hispanics shop at for perimeter-of-the-store foods, indexed to all, August 2019

Mass merchandisers to capture more everyday shoppers with smaller neighborhood stores

Figure 35: Hispanics shopping at mass supermarkets and merchandisers for perimeter-of-the-store foods, by urban/suburban/rural area, August 2019

Hispanic grocery stores are a top destination among unacculturated Hispanics

Figure 36: Hispanics shopping at select retailers for perimeter-of-the-store foods, by level of acculturation, August 2019

## Purchase Influencers by Perimeter Category

Freshness matters, but so do taste and cost

Figure 37: Factors influencing purchases of perimeter-of-the-store categories, August 2019

Hispanics are receptive to "second-tier" factors

Figure 38: Factors influencing purchases of perimeter-of-the-store categories, indexed to all, August 2019

Freshness: acculturated Hispanics may be pickier

Figure 39: Influence of freshness on Hispanics' purchases of perimeter-of-the-store categories, by level of acculturation, August 2019

Taste: with others in mind

Figure 40: Influence of taste on Hispanics' purchases of perimeter-of-the-store categories, by gender and age, August 2019

## Perimeter-of-the-Store Experience Enhancers

Hispanics want discounts and sampling opportunities

In-store coupons help strengthen an existing connection

Sampling can influence the store's image

Increasing variety and Hispanic flavors require a long-term approach

Figure 41: Factors Hispanics would like to see more of when shopping at the perimeter of the store, August 2019

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://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](mailto:reports@mintel.com)

# Hispanics and Shopping the Perimeter of the Store - US - November 2019

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.

## TURF analysis – Perimeter-of-the-store enhancers

Figure 42: TURF Analysis – Factors Hispanics would like to see more of when shopping at the perimeter of the-store, August 2019

Figure 43: Table – TURF Analysis – Factors Hispanics would like to see more of when shopping at the perimeter of the store, August 2019

## In-store coupons and product samples need to be relevant for the entire family

Figure 44: Select factors Hispanics would like to see more of when shopping at the perimeter of the store, by age and gender, August 2019

## Hispanic-related initiatives are niche, but offer potential

Figure 45: Select factors Hispanics would like to see more of when shopping at the perimeter of the store, by level of acculturation, August 2019

Figure 46: Factors Hispanics would like to see more of when shopping at the perimeter of the store, by household size, August 2019

## Attitudes toward Perimeter-of-the-Store Foods

### Hispanics’ healthy diet resolutions tend to remain aspirations – not achievements

Figure 47: Hispanics’ attitudes toward perimeter-of-the-store foods, August 2019

Figure 48: Hispanics’ attitudes toward perimeter-of-the-store foods, by attitudinal segments, August 2019

### Age drives Hispanics’ desire to eat healthier

Figure 49: Hispanics’ attitudes toward perimeter-of-the-store foods, by age, August 2019

### Fish and seafood’s appeal increases in household income

Figure 50: Hispanics’ attitudes toward consuming fish and seafood, by language spoken at home and household income, August 2019

## Appendix – Data Sources and Abbreviations

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Terms

A note about acculturation

TURF Methodology

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://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](mailto:reports@mintel.com)