



## December 2012

### Hispanics and the Grocery Store Experience - US

“More than two in 10 Hispanics say it would be easier for them to make purchase decisions if the packaging for grocery items was in Spanish. Providing Spanish-language packaging not only makes it easier for less acculturated Hispanics to choose products, but in a more general sense acknowledges the culture ...

### Marketing to Hispanic Men - US

“The attitudes of Hispanic men toward advertising and media and their shopping behavior are among the key issues discussed in this new report for Mintel. Hispanic men are loyal shoppers and are most likely to purchase clothing, food products, home electronics, and household products. However, advertising messages hold little sway ...

## November 2012

### Hispanics and Household Products - US

“The likelihood of Hispanic consumers purchasing various types of household products and their attitudes toward these products are among the key issues discussed in this report. Hispanics seek dependability and trust when buying household products, and having past experience with an item is the leading factor in what leads them ...

### Asian Americans' Approach to Health and Wellness - US

“How Asians perceive their overall health and where there are gaps are among the key issues explored within this report. Asians understand the importance of leading a healthy lifestyle and value their overall well-being and yet they don't seek advice from health professionals. Asian women are the least likely to ...

## October 2012

### Snacking Preferences of the Hispanic Consumer - US

“When it comes to snacking, like most consumers, Hispanics are looking for comfort—they want their favorite flavor from a brand they trust. Initiating new flavors and products will require some advanced familiarization in the marketplace. One avenue to do that may be through kids. Hispanic families are highly likely to ...