

Hispanics: Non-alcoholic Beverages - CSDs & Juice/ Juice Drinks - US - March 2021

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This report looks at the following areas:

As a population, Hispanics skew younger than the average and live in larger households, which creates a dynamic conducive to purchasing a wider variety of beverages for the household. Hispanics consider their families' preferences when deciding what to buy, so brands that can reach Hispanics in relevant ways may find brand advocates to champion their products at home. Hispanics don't follow mainstream trends around wellness and BFY beverages. Instead, they decide based on flavor, price and family experiences. Brands that can enhance experiences through flavor may be in a good position to grow their Hispanic following.

This report covers the following:

- The impact of COVID-19 on Hispanics' consumption of non-alcoholic beverages
- How drinking occasions determine impact beverage consumption
- The importance of brand in Hispanics' purchase decisions and the key factors that define a meaningful brand
- Why general market trends guiding product innovation may not resonate with Hispanics



"While COVID-19 didn't prompt Hispanics to prioritize spending on non-alcoholic beverages, its impact on their day-to-day lives drove increased purchases as more time at home created more drinking occasions."

– Juan Ruiz, Director of
Hispanic Insights

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Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Definition
- Market context
- Economic and other assumptions
- COVID-19: US context

EXECUTIVE SUMMARY

- Top takeaways
- Market overview
- Impact of COVID-19 on Hispanics and non-alcoholic beverages
Figure 1: Short-, medium- and long-term impact of COVID-19 on Hispanics and non-alcoholic beverages, February 2021
- Opportunities and challenges
- Understand what purchase responsibility means to Hispanic men and women to achieve relevance
Figure 2: Hispanics' responsibility for purchasing non-alcoholic beverages, by gender, and select key factors for non-alcoholic beverages, by purchase responsibility and gender, January 2021
- Ease the guilt associated with drinking soda
Figure 3: Attitudes toward soda, by gender and age, January 2021
- Use functional claims to build juice brands
Figure 4: Juice and juice drinks purchase motivators, indexed to all, January 2021
- Contextualize reduced sugar and zero sugar
Figure 5: Sugar content as a factors for non-alcoholic beverages, by gender and age, January 2021

THE MARKET – KEY TAKEAWAYS

- Hispanics can't be ignored
- COVID-19 impacted drinking dynamics
- Hispanics are cautious about the recovery
- Brand strategies need tweaks to resonate among Hispanics

HISPANICS BY THE NUMBERS

- The size of the Hispanic population and its growth trajectory points to opportunities
Figure 6: US population, by race and Hispanic origin, 2016-26

What's included

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Powerpoint Presentation

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Figure 7: US population distribution across age groups, by Hispanic origin, 2021

- **Larger household sizes demand more variety of non-alcoholic beverages**

Figure 8: Average number of people per household, by race and Hispanic origin, 2020

Figure 9: Households with related children under 18 in the household, by race and Hispanic origin of householder, 2020

MARKET VALUE INDICATORS

- **Hispanics spend an estimated \$17 billion on non-alcoholic beverages at home**

Figure 10: Total US retail on non-alcoholic beverages, at current prices, by Hispanic origin, 2015-20

- **Impact of COVID-19 on Hispanics and non-alcoholic beverages**

Figure 11: Short-, medium- and long-term impact of COVID-19 on Hispanics and non-alcoholic beverages, February 2021

- **Short term**

Figure 12: Changes in behavior regarding non-alcoholic beverages, by household income, January 2021

- **Recovery**

MARKET FACTORS

- **Hispanics are value-oriented consumers**

Figure 13: Median US household income, by race and Hispanic origin of householder, 2019

Figure 14: US household income distribution, by race and Hispanic origin of householder, 2019

- **Unemployment is improving, but challenges persist**

Figure 15: Seasonally adjusted unemployment, total US vs Hispanics, January 2007-January 2021

Figure 16: Consumer Sentiment Index, January 2007-February 2021

- **Prices of non-alcoholic beverages forecast to increase more than average**

Figure 17: Changes in Consumer Food Price Indexes, 2018 through 2021

MARKET OPPORTUNITIES

- **Global Trend Drivers influence Hispanics' non-alcoholic beverage choices**

Figure 18: Mintel Trend Drivers and Pillars – Wellbeing, Experiences, Value

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- Full Report PDF
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- **Natural claims are more relevant than health and wellness claims**
- **Hispanic families bring opportunities but also fragmentation**
- **Value needs context**

COMPETITIVE STRATEGIES

- **Make flavor part of your story**
Figure 19: Current non-alcoholic beverage flavors consumed, by race and Hispanic origin, indexed to all, November 2019
- **Low sugar & zero sugar products need to prove their flavor**
- **Plastic bottles: share the improvements**
Figure 20: Snapple Facebook post, January-February, 2021
Figure 21: Current non-alcoholic beverage flavors consumed, by race and Hispanic origin, indexed to all, November 2019

THE CONSUMER – KEY TAKEAWAYS

- **Purchase responsibility means something different by gender**
- **Hispanics purchase almost six types of beverages on average**
- **Half of Hispanics claim to stick to the beverages they like**
- **Creating associations with occasions helps brands stand out**
- **Brands need to encompass flavor, value and family preferences**
- **Hispanics prefer real sugar over artificial sweeteners in soda**
- **Soda can create tension within the home**
- **In juice, brand gives functional claims a voice**

NON-ALCOHOLIC BEVERAGES SHOPPING RESPONSIBILITY

- **Not all responsibility is created equal**
Figure 22: Hispanics' responsibility for purchasing non-alcoholic beverages, by gender, January 2021
Figure 23: Select key factors for non-alcoholic beverages, by sole responsibility and gender, January 2021
Figure 24: Profile of Hispanics who take sole responsibility, indexed to all, January 2021

NON-ALCOHOLIC BEVERAGE PURCHASES

- **Larger households purchase variety**

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Executive Summary

Full Report PDF

Infographic Overview

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Figure 25: Types of non-alcoholic beverages purchased in the last year, January 2021

Figure 26: Non-alcoholic beverages Hispanics purchased in the last year, by household size, January 2021

Figure 27: Non-alcoholic beverages Hispanics purchased in the last year, by language spoken at home, January 2021

- **Coffee: there are opportunities for premium blends and gadgets**

Figure 28: Net perceived change in purchases of coffee vs a year ago, by select demographics, January 2021

- **Bottled water: there is a need for differentiation**

Figure 29: Net perceived change in purchases of bottled water vs a year ago, by select demographics, January 2021

Figure 30: Hispanics' attitudes toward bottled water, net – any agree, indexed to all, November 2019

- **100% fruit juice: the children will like it**

Figure 31: Net perceived change in purchases of 100% fruit juice vs a year ago, by parental status, January 2021

Figure 32: Hispanics' attitudes toward juice and juice drinks, net – any agree, indexed to all, April 2020

- **Regular soda: younger Hispanic men embrace it**

Figure 33: Net perceived change in purchases of regular soda vs a year ago, by gender and age, January 2021

Figure 34: Hispanics' attitudes toward carbonated soft drinks, net – any agree, indexed to all, January 2021

LOYALTY TOWARD NON-ALCOHOLIC BEVERAGES

- **Loyalty: build it over time**

Figure 35: Attitudes and behaviors toward non-alcoholic beverages – loyalty, January 2021

Figure 36: Attitudes and behaviors toward non-alcoholic beverages – loyalty, by select demographics, January 2021

NON-ALCOHOLIC BEVERAGE ASSOCIATIONS

- **Hispanics associate soda and juices with meaningful occasions**

Figure 37: Correspondence Analysis – Symmetrical map – beverage usage occasions, January 2021

Figure 38: Beverage usage occasions, January 2021

Figure 39: Sprite Facebook posts, February 2021

KEY FACTORS FOR NON-ALCOHOLIC BEVERAGES

- **Brands need to encompass flavor, value and family preferences**

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Executive Summary

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Infographic Overview

Powerpoint Presentation

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Figure 40: Key factors for non-alcoholic beverages, January 2021

Figure 41: TURF Analysis – Important factors, January 2021

Figure 42: Key factors for non-alcoholic beverages, by language spoken at home, January 2021

Figure 43: Key factors for non-alcoholic beverages, by Hispanics with sole purchase responsibility and gender, January 2021

ATTITUDES TOWARD SODA

- Does the type of soda sweetener matter?**

Figure 44: Attitudes toward soda sweeteners, indexed to all, January 2021

Figure 45: Attitudes toward soda sweeteners, by gender and age, January 2021

- Hispanic moms can veto CSDs at home**

Figure 46: Attitudes toward soda, indexed to all, January 2021

Figure 47: Attitudes toward soda, by gender and age, January 2021

JUICE AND JUICE DRINKS: PURCHASE MOTIVATORS

- Hispanics are more likely to listen to functional claims from brands they know**

Figure 48: Juice and juice drinks purchase motivators, indexed to all, January 2021

Figure 49: TURF Analysis – Appealing juice attributes, January 2021

Figure 50: Juice and juice drinks purchase motivators, by age, January 2021

Figure 51: Juice and juice drinks purchase motivators, by household income, January 2021

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Sales data**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**
- **Terms**
- **A note about acculturation**

APPENDIX – MINTEL TREND DRIVERS

Figure 52: Mintel Trend Drivers and Pillars

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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APPENDIX – CONSUMER

- **Correspondence analysis methodology**
- **TURF methodology**

Figure 53: Table – TURF Analysis – Important factors, January 2021

Figure 54: Table – TURF Analysis – Appealing juice attributes, January 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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