

Hispanic Consumers' Diet and Wellness - US - March 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"The Hispanic population has the second highest rate of being obese in the U.S.. What healthy foods Hispanics are buying and how they seek health information is dependent upon age and acculturation level. It is clear that this underinsured population is in need of more services and more health food lines that are aligned to meet their needs."

– Leylha Ahuile, Senior Multicultural Analyst

In this report we answer the key questions:

- What are Hispanic consumers looking for when purchasing healthy foods?
- How does acculturation level affect Hispanic consumers' diet and wellness?
- Who do Hispanics turn to for health information?

Hispanics are the nation's largest minority group, making up more than 54.5 million people, or about 17.2% of the U.S. population. Hispanic population will grow by almost 30% from 2008-18 with much of that growth coming from births and not immigration as in previous years. Additionally, Hispanics alone will comprise 18.6% of the total population by 2018. This population growth will also bring a significant increase in purchasing power. Hispanic purchasing power is projected to reach nearly \$1.7 trillion by 2017, up from nearly \$1.2 trillion in 2012.

As the largest minority group, changes to healthcare in the U.S. as proposed in the Affordable Care Act will particularly affect Hispanic consumers as well as health companies marketing to this demographic. Larger numbers of Hispanics (currently the ethnic group with the highest uninsured rate) will become insured and health insurance companies must begin to take a multicultural approach to services and marketing. Food manufacturers, OTC remedy brands, diet and fitness companies, and other healthcare service providers will do well to reach out to this growing demographic and partner with health insurance companies as the face of health in America changes in the next decade.

This report builds on Mintel's reports: *Hispanic Diet and Wellness—U.S., November 2009; Hispanic Diet—U.S., September 2011; Marketing Health to Blacks and Hispanics—U.S., January 2011; Hispanics Online—U.S., April 2011; Hispanics and the Grocery Store Experience—U.S., December 2012; Marketing to Hispanic Moms—U.S., February 2013; The Private Label Hispanic Consumer—U.S., August 2012; Marketing Health to Women—U.S., November 2011; Snacking Preferences of the Hispanic Consumer—U.S., October 2012; Latina Consumer—U.S., May 2011; Marketing to Hispanic Men—U.S., December 2012; Vitamins and Minerals—U.S., December 2011; and Hispanics and Entertainment—U.S., June 2012.*

This report provides insights and observations on the overall health and wellness of Hispanic consumers, and examines the factors that attribute to their lifestyle and wellbeing. Also included in this report is how certain attitudes and behaviors lead to a poor diet, how Hispanic consumers perceive their body size, and a look at the sources of health information used among Hispanics. New to this report is a review of how Hispanic consumers are influenced on their purchase of over-the-counter medications and the reasons for consuming these products.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
oxygen@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

Hispanic Consumers' Diet and Wellness - US - March 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Scope and Themes

What you need to know
Definition
Data sources
Consumer survey data
Advertising creative
Abbreviations and terms
Abbreviations
Terms

Executive Summary

Ailments and conditions

Hispanic respondents less likely than Whites to report being diagnosed with ailments

Figure 1: Diagnosed health conditions in the last 12 months, by race/Hispanic origin, April 2011-June 2012

The consumer

Spanish-dominant respondents most likely to see positive mental state as contributing to health

Figure 2: Factors that contribute to a healthy lifestyle, by language spoken in the home, October 2012

Hispanics purchase low-fat and high-fiber foods when watching diet

Figure 3: Types of foods purchased by Hispanics when watching one's diet, by gender and age, April 2011-June 2012

Hispanics less likely to use nonprescription products when compared to Whites and Asians

Figure 4: Likelihood of using nonprescription for health condition, by race/Hispanic origin, April 2011-June 2012

Three quarters of middle-aged Hispanic women take vitamins to prevent illness

Figure 5: OTC taken to prevent illness, by gender and age, October 2012

Spanish-dominant respondents rely primarily on doctor for health information while English-dominants use other sources

Figure 6: Health information sources, by language spoken in home, any agree, April 2011-June 2012

U.S. Hispanic population

Hispanic population growing at faster rate than Asian or Black populations

Figure 7: Population, by race/Hispanic origin, 1970-2020

Hispanics likely to have children in the household

Figure 8: Households with own children, by Hispanic and non-Hispanic origin of householder, 2012

What we think

Issues in the Market

What are Hispanic consumers looking for when purchasing healthy foods?

How does acculturation level affect Hispanic consumers' diet and wellness?

Who do Hispanics turn to for health information?

Insights and Opportunities

Latinas are an invested audience for health foods, services, and products

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Hispanic Consumers' Diet and Wellness - US - March 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Provide more health tools and services for the uninsured and those watching their budget
 Consider Hispanic subsegments in marketing

Trend Applications

Trend: The Nouveau Poor
 Trend: Access All Areas
 2015 Trend: Brand Intervention

Ailments and Conditions

Key points

Hispanic health factors

Health conditions differ across Hispanic subgroups

Body type

Hispanics have high rate of obesity and being overweight

Figure 9: Body type of Hispanic consumers, by gender and age, October 2012

Bilingual Hispanics most likely to be at the right weight

Figure 10: Body type of Hispanic consumers, by language spoken in the home, October 2012

Diagnosed health conditions

Hispanics less likely to report being diagnosed with an illness

Figure 11: Diagnosed health conditions in the last 12 months, by race/Hispanic origin, April 2011-June 2012

Hispanic women aged 55+ likely to report being diagnosed with illnesses

Figure 12: Diagnosed health conditions of Hispanics in the last 12 months, by gender and age, April 2011-June 2012

Spanish-dominants more likely to be diagnosed with the flu

Figure 13: Diagnosed health conditions of Hispanics in the last 12 months, by language spoken in home, April 2011-June 2012

Attitudes and Contributors to Healthy Living

Key points

Attitudes toward diet and health

Hispanic women aged 55+ likely to agree with healthy living statements

Figure 14: Hispanics' attitudes toward diet and health, by gender and age, April 2011-June 2012

Spanish-dominant respondents likely to agree with healthy eating statements

Figure 15: Hispanics' attitudes toward diet and health, by language spoken in home, April 2011-June 2012

Hispanic consumers' agreement with healthy living statements wanes slightly in last five years

Figure 16: Attitudes toward diet and health, April 2007-June 2012

Factors that contribute to a healthy lifestyle

Positive mental state seen as strongest contributing factor to a healthy life

Figure 17: Factors that contribute to a healthy lifestyle, by level of contribution, October 2012

Hispanic men aged 55+ see mental state and sleep as important healthy living factors

Figure 18: Factors that contribute to a healthy lifestyle, by gender and age, October 2012

Spanish-dominants most likely to say sleep, diet, and exercise contribute to a healthy life

Figure 19: Factors that contribute to a healthy lifestyle, by language spoken in the home, October 2012

BUY THIS
REPORT NOW

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: oxygen@mintel.com

Hispanic Consumers' Diet and Wellness - US - March 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Slightly overweight individuals looking to exercise and eat right

Figure 20: Factors that contribute to a healthy lifestyle, by body type of Hispanic consumers, October 2012

Contributors to Diet Choice

Key points

Likelihood of watching diet

Hispanics least likely to be watching diet when compared to other races

Figure 21: Likelihood of watching one's diet, by race/Hispanic origin, April 2011-June 2012

More than half of Hispanic women aged 35+ are watching their diet

Figure 22: Hispanics' likelihood of watching diet, by gender and age, April 2011-June 2012

English-dominant respondents most likely to be watching diet

Figure 23: Hispanics' likelihood of watching diet, by language spoken in home, April 2011-June 2012

Reasons for watching diet

Figure 24: Reasons for watching one's diet, by race/Hispanic origin, April 2011-June 2012

Older Hispanics are watching diet due to health concerns

Figure 25: Hispanic consumers' reasons for watching one's diet, by gender and age, April 2011-June 2012

Acculturation level affects why Hispanics are watching their diet

Figure 26: Hispanic consumers' reasons for watching one's diet, by language spoken in home, April 2011-June 2012

Food purchased when watching diet

Low-in messaging does not resonate with Hispanic consumers

Figure 27: Types of foods purchased when watching one's diet, by race/Hispanic origin, April 2011-June 2012

Hispanic men aged 55+ highly likely to buy fat-free and sugar-free foods

Figure 28: Types of foods purchased by Hispanics when watching one's diet, by gender and age, April 2011-June 2012

More consumers purchase low-fat than fat-free products

Figure 29: Types of foods purchased by Hispanics when watching one's diet, by language spoken in home, April 2011-June 2012

Top contributors to a poor diet

Fat, sugar, and processed foods seen as top contributors to poor diet

Figure 30: Top three contributors to a poor diet, by age, October 2012

English-dominants most likely to say processed foods contribute to poor diet

Figure 31: Top three contributors to a poor diet, by language spoken in the home, October 2012

Purchase and Consumption of Prescription Products and OTC

Key points

Likelihood of using prescription products

Hispanics least likely to use prescription products when compared to other ethnic groups

Figure 32: Likelihood of using prescription for health condition, by race/Hispanic origin, April 2011-June 2012

Hispanic women aged 55+ most likely to use prescription products

Figure 33: Likelihood of using prescription for health condition, by gender and age, April 2011-June 2012

Prescription use down slightly in last year

Figure 34: Hispanics' likelihood of using prescription for health condition, April 2007-June 2012

Likelihood of using nonprescription products

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Hispanic Consumers' Diet and Wellness - US - March 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Hispanics less likely to use nonprescription products

Figure 35: Likelihood of using nonprescription for health condition, by race/Hispanic origin, April 2011-June 2012

Young Hispanic women most likely to use nonprescription products

Figure 36: Hispanics' likelihood of using nonprescription for health condition, by gender and age, April 2011-June 2012

Women are the primary OTC shopper

Figure 37: Hispanics' likelihood of purchasing OTC, by gender, October 2012

OTC to prevent illness

Three fourths of Hispanic women aged 35-54 take vitamins to prevent illness

Figure 38: OTC taken to prevent illness, by gender and age, October 2012

English-dominant respondents least likely to take vitamins to prevent illness

Figure 39: OTC taken to prevent illness, by language spoken in the home, October 2012

OTC to treat a pain/symptom

Hispanic women likely to use OTC pain medications

Figure 40: OTC taken to treat pain/symptom, by gender and age, October 2012

Health Information Sources

Key points

Where consumers gather health information

About half of Hispanics say they gather health information from their doctor

Figure 41: Health information sources, by race/Hispanic origin, April 2011-June 2012

Percentage of Hispanics gathering health information online is up over last five years

Figure 42: Health information sources, April 2007-June 2012

Hispanics with high school education least likely to gather health information online

Figure 43: Health information sources, by education, April 2011-June 2012

Hispanic women aged 18-34 highly likely to go online for health information

Figure 44: Health information sources, by gender and age, April 2011-June 2012

Spanish-dominant respondents more likely to rely primarily on doctor in medical matters

Figure 45: Health information sources, by language spoken in home, April 2011-June 2012

Influencers when choosing OTC products

Conventional doctor strongest influence on OTC decisions

Figure 46: What influences Hispanic consumers when choosing an over-the-counter remedy or vitamin/mineral, October 2012

Family and friends influence OTC decisions of Hispanic women aged 18-34

Figure 47: What influences Hispanic consumers when choosing an over-the-counter remedy or vitamin/mineral, by gender and age, October 2012

English-dominant respondents less influenced by various sources

Figure 48: What influences Hispanic consumers when choosing an over-the-counter remedy or vitamin/mineral, by language spoken in the home, October 2012

Marketing Strategies

Key points

TV advertising

Goya

Figure 49: Goya, TV ad, 2012

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Hispanic Consumers' Diet and Wellness - US - March 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

CVS

Figure 50: CVS, TV ad, 2011

Centrum

Figure 51: Centrum, TV ad, 2012

Nopalina

Figure 52: Nopalina, TV ad, 2011

Cheerios

Figure 53: Cheerios, TV ad, 2012

V8

Figure 54: V8, TV ad, 2012

Online strategies

CVS

United Healthcare

U.S. Hispanic Population

Key facts

Hispanics make up the largest U.S. minority group

Figure 55: Population, by race/Hispanic origin, 2008-18

Figure 56: Population, by race/Hispanic origin, 1970-2020

Figure 57: Asian, Black, and Hispanic populations, 1970-2020

The Hispanic and non-Hispanic population

The Hispanic and total U.S. population by age

Figure 58: U.S. Hispanic population, by age, 2008-18

Figure 59: U.S. Population, by age, 2008-18

The Hispanic and total U.S. population by gender

Women

Figure 60: Hispanic women, by age, 2008-18

Figure 61: Total U.S. women population, by age, 2008-18

Men

Figure 62: Hispanic men, by age, 2008-18

Figure 63: Total U.S. men population, by age, 2008-18

Generations

Hispanics by generation

Figure 64: Generations—Hispanics vs. non-Hispanics, 2011

Hispanic purchasing power

Figure 65: Purchasing power, by race/Hispanic origin, 1990-2017

Figure 66: Graph: Purchasing power, by race/Hispanic origin, 1990-2017

Figure 67: Top 10 states ranked by share of Hispanic buying power, 2012

Figure 68: Top 10 states ranked by value of Hispanic buying power, 2012

U.S. household income distribution

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Hispanic Consumers' Diet and Wellness - US - March 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 69: Median household income, by race/Hispanic origin of householder, 2011

Hispanic income levels

Figure 70: Largest Hispanic states, by Hispanic disposable income, 2010

The Hispanic household

Figure 71: Average household size, by Hispanic origin/race of householder, 2001, 2008 and 2011

Figure 72: Households, by number of people in the household—Hispanics vs. all households, 2011

Hispanics by country of origin/heritage

Figure 73: Hispanic population, by type, 2000-10

Figure 74: Graph: Hispanics, by country of origin/heritage, 2010

Hispanics by geographic concentration

Figure 75: Largest* Hispanic groups, by region, by country of origin/ancestry, 2010

Figure 76: Hispanic population, by region of residence, 2000-10

Figure 77: Graph: Hispanic population, by region, 2010

Figure 78: 10 places* with highest number of Hispanics, 2010

Figure 79: 10 places* with the largest share of Hispanics, 2010

States with the most Hispanic population growth

Figure 80: States ranked by change in Hispanic population, 2000-10

Figure 81: Five states with the greatest percentage of Hispanic growth, 2000-10

Key Hispanic metropolitan areas

Figure 82: Metropolitan areas with the largest number of Hispanic residents, by country of origin/ancestry, 2010

Figure 83: U.S. Hispanic households, by metropolitan status, 2006-11

Acculturation

What is acculturation?

Why is level of acculturation important?

Levels of acculturation

Figure 84: Hispanics, by acculturation and assimilation level, 1998-2008

What is retroacculturation?

Appendix – Other Useful Information

Figure 85: Likelihood of watching one's diet, by Hispanic origin and age, April 2011-June 2012

Figure 86: Reasons for watching one's diet, by Hispanic origin and age, April 2011-June 2012

Figure 87: Hispanics' likelihood of watching one's diet, April 2007-June 2012

Figure 88: Hispanics' reasons for watching one's diet, April 2007-June 2012

Figure 89: Reason for consuming OTC, October 2012

Figure 90: OTC taken to prevent illness, by body type of Hispanic consumers, October 2012

Figure 91: OTC taken to treat pain/symptom, by language spoken in the home, October 2012

Figure 92: Attitudes towards health and medicine, by Hispanic origin and age, April 2011-June 2012

Figure 93: Hispanics' likelihood of using nonprescription for health condition, by language spoken in home, April 2011-June 2012

Figure 94: Hispanics' likelihood of purchasing OTC, by language spoken in the home, October 2012

Figure 95: Likelihood of considering their condition to be moderate, by race/Hispanic origin, April 2011-June 2012

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: oxygen@mintel.com



Hispanic Consumers' Diet and Wellness - US - March 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Appendix – Trade Associations

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com