

Hispanic Snacking Preferences - US - March 2015

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“While Hispanic consumers have a clear image in their minds of which snacks are healthy and which ones are not, they ultimately decide what to buy based on flavor and value. With so many options to choose from, it is important for marketers to find ways to stand out by offering snacks that are rich in flavor, indulgent, and comforting.”

– Juan Ruiz, Senior Multicultural Analyst

This report looks at the following areas:

- Being introduced to the household
- Maintaining relevance as Hispanics move through the acculturation process
- Reaching Hispanics for snacks beyond Walmart

The Hispanic market is an important one for almost any industry, and snacking is no exception. When buying snacks, Hispanics don't limit their purchases to just a few that they like, but rather look for variety, and take into consideration what their families like. As Hispanics become more acculturated, they are more sophisticated snack consumers who are more open to trying new products as well as brands.

This is encouraging news for snack manufacturers. As the Hispanic market as a whole is becoming more bicultural, there are new opportunities. However, there also challenges. Snack manufacturers need to be able to stand out from the immense number of options – both sweet and salty – that Hispanics have to choose from.

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National Confectioners Association (NCA)

National Association of Convenience Stores (NACS)

Private Label Manufacturers Association (PLMA)

Snack Food Association (SFA)

Specialty Food Association

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