

# Hispanics and Shopping for Groceries - US - November 2015

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The majority of Hispanics are involved in grocery shopping for their households. Good prices, products they like, and convenient location are factors that influence where they shop. In this regard, there isn't a single retailer type that meets all of Hispanics' grocery shopping needs and therefore they visit multiple stores in a typical week. Hispanics know where to go to find the best value, and visit different types of stores based on what they need.

## This report looks at the following areas:

- Hispanics have a positive attitude toward shopping
- Hispanics shop at multiple retailers
- Price, product mix and location drive store selection

This Report focuses on retail channels that provide grocery products including traditional supermarkets, mass merchandisers, club stores, Hispanic grocery stores, natural grocery stores (eg Whole Foods Market and Trader Joe's), drug stores, dollar stores, convenience stores, and internet grocery retailers.

Groceries are defined as products such as food, beverages, cleaning products, household goods (eg toilet paper, garbage bags), and/or personal care products (eg lotions, vitamins, and pharmacy products).

Expenditure estimates are based on the estimate of sales through IRI's MULO retailers that appears in Mintel's *Grocery Retailing – US, November 2015* report.

Findings in this report can be supplemented by the analysis presented in Mintel's *Grocery Retailing – US, November 2015*, *Black Consumers and Shopping for Groceries – US, November 2015*, *Hispanic Consumers and the Perimeter of the Grocery Store – US, February 2014*, and *Grocery Pricing and Promotion – US, June 2013*.

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## DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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All for buying fresh; it depends for buying in bulk and brand names

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