

## Hispanics' Snacking Preferences - US - February 2017

Report Price: £3174.67 | \$3995.00 | €3701.03

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



"Practically all Hispanic households consume snacks. However, they consume a wider variety of snacks as they become acculturated, resulting in snacking habits, preferences, and motivations for consumption becoming increasingly complex. Since less-acculturated Hispanics gravitate toward fewer types of snacks, there are opportunities for brands to connect with Hispanics."

**Juan Ruiz, Director of Hispanic Insights**

This report looks at the following areas:

- Spanish and English-dominant Hispanics represent different challenges
- Hispanic women buy snacks with their families in mind
- The majority of Hispanics want more healthy snack options

### Definition

This Report covers snacking preferences of Hispanic consumers, including household consumption, purchase influencers, shopping location, and attitudes.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@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

# Hispanics' Snacking Preferences - US - February 2017

Report Price: £3174.67 | \$3995.00 | €3701.03

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

## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

There are five types of Hispanic snack consumers

Figure 1: Hispanics' snacking preferences segments, October 2016

The issues

Spanish and English-dominant Hispanics represent different challenges

Figure 2: Hispanic households' consumption of snacks, by language spoken at home, July 2015-August 2016

Hispanic women buy snacks with their families in mind

Figure 3: Snack purchase influencers – Family, by gender and age, October 2016

The majority of Hispanics want more healthy snack options

Figure 4: Attitudes toward snacks and health, by age, October 2016

The opportunities

Despite Hispanics' overall youth, the clock is still ticking

Figure 5: Snack purchase influencers – Health, by gender and age, October 2016

Explaining ingredients

Figure 6: Attitudes toward snacks and ingredients, by age, October 2016

Looking for the fertile ground

Figure 7: Hispanics' perception of snacks' advertising – Great advertising or don't pay attention, October 2016

What it means

### The Market – What You Need to Know

There are five attitudinal segments for Hispanics' snacking preferences

A young and bicultural market represents opportunities

The influence of the family

Income may keep Hispanics from being too adventurous in the snacks they purchase

Country of origin impacts snacking preferences

Additional considerations

### Hispanics' Snacking Preferences Segmentation

Five unique segments were identified

Figure 8: Hispanics' snacking preferences segments, October 2016

Conscious Snackers (16%)

Who are they?

The opportunity

Figure 9: Profile of Hispanic Conscious Snackers, October 2016

Therapeutic Snackers (21%)

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Hispanics' Snacking Preferences - US - February 2017

Report Price: £3174.67 | \$3995.00 | €3701.03

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

Who are they?

The opportunity

Figure 10: Profile of Hispanic Therapeutic Snackers, October 2016

Averse Snackers (18%)

Who they are?

The opportunity

Figure 11: Profile of Hispanic Averse Snackers, October 2016

Indulgent Snackers (24%)

Who are they?

The opportunity

Figure 12: Profile of Hispanic Indulgent Snackers, October 2016

Unconcerned Snackers (21%)

Who are they?

The opportunity

Figure 13: Profile of Hispanic Unconcerned Snackers, October 2016

Cluster methodology

## Market Factors

Hispanic market is young and bicultural

Figure 14: Population by Hispanic origin and generation share, 2017

Hispanics live in larger households

Figure 15: Average household size, by race and Hispanic origin, 2016

Figure 16: Households with related children, by race and Hispanic origin of householder, 2016

Lower median household income can hinder discretionary spending

Median household income for Hispanics significantly below national median

Figure 17: Median household income, by race and Hispanic origin of householder, 2015

Figure 18: Median household income, by race/Hispanic origin of householder, in inflation-adjusted dollars, 2005-15

Figure 19: Household income distribution, by race and Hispanic origin of householder, 2015

Hispanics' country of origin/descent includes 20 countries

Figure 20: Hispanic population, by country of origin/heritage, 2015

## Market Perspective

Ultimately, snacks satisfy cravings

Figure 21: Hispanics' reasons for snacking, indexed to all, January 2015

Younger Hispanics key to drive positive changes in snack purchases and consumption

Figure 22: Hispanics' perceived change in purchase and consumption of snacks compared to last year, by key demographics, October 2016

Snacks on the go

Figure 23: Where Hispanics consume snacks, by gender and age, October 2016

## What's Happening – What You Need to Know

There are a lot of snacks to choose from

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Hispanics' Snacking Preferences - US - February 2017

Report Price: £3174.67 | \$3995.00 | €3701.03

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

And lots of flavors, too  
For food, differences by country of origin matter  
Brands associated with the country of origin

## What's Happening?

It's a fragmented market  
Figure 24: Number of different types of snacks households consume, by Hispanic origin and language spoken at home, July 2015-August 2016  
Leveraging brand equity  
Flavors, lots of flavors  
Country of origin may dictate regional differences  
Brands from country of origin

## What's Next?

A bicultural and complex market

## The Consumer – What You Need to Know

Hispanic households embrace variety  
Families influence which snacks Hispanics purchase  
Hispanics buy snacks at 3.4 types of stores on average  
Presence of children may prompt Hispanics to look for snacks with fewer ingredients  
Hispanics aged 25 to 44 more likely to see indulging in snacks as a reward  
Hispanics split about sweet vs salty snacks  
Younger Hispanics more likely to buy on impulse

## Hispanic Households' Snack Consumption

Hispanic households consume a variety of snacks  
Figure 25: Hispanic households' consumption of snacks, indexed to all, July 2015-August 2016  
Consumption variety increases in English-dominant households  
Figure 26: Hispanic households' consumption of snacks, by language spoken at home, July 2015-August 2016

## Snack Purchase Influencers

What Hispanic families like has a lot of weight  
Figure 27: Snack purchase influencers, October 2016  
Hispanic women more likely to buy snacks for others in the household  
Figure 28: Snack purchase influencers – General influencers, by gender and age, October 2016  
Less-acclulturated Hispanics more likely to be overwhelmed by so many options  
Figure 29: Snack purchase influencers – General influencers, by level of acculturation, October 2016  
Older Hispanic women more likely to gravitate toward natural snacks  
Figure 30: Snack purchase influencers – Ingredients, by gender and age, October 2016  
Too much sugar is an issue among acculturated Hispanics  
Figure 31: Snack purchase influencers – Ingredients, by level of acculturation, October 2016

## Snacks Shopping Location

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Hispanics' Snacking Preferences - US - February 2017

Report Price: £3174.67 | \$3995.00 | €3701.03

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

## Hispanics buy snacks from multiple places

Figure 32: Places where Hispanics buy snacks, October 2016

## Younger Hispanic men more likely to buy snacks on the go

### A note on vending machines

Figure 33: Places where Hispanics buy snacks, by gender and age, October 2016

## Acculturated Hispanics more likely to buy snacks at supermarkets

Figure 34: Places where Hispanics buy snacks, by level of acculturation, October 2016

## Hispanics' Attitudes toward Snacks

### A snack is a snack

Figure 35: Attitudes toward snacks, October 2016

### Hispanics' attitudes toward snacks – Ingredients

#### Presence of children may prompt Hispanics to look for snacks with fewer ingredients

Figure 36: Attitudes toward snacks and ingredients, by age, October 2016

Figure 37: Attitudes toward snacks and ingredients, by parental status, October 2016

#### Higher household income empowers Hispanics to look for snacks with fewer ingredients

Figure 38: Attitudes toward snacks and ingredients, by household income, October 2016

### Hispanics' attitudes toward snacks – Indulgence

#### Hispanics aged 25 to 44 more likely to see indulging in snacks as a reward

Figure 39: Attitudes toward snacks and indulgence, by age, October 2016

Figure 40: Attitudes toward snacks and indulgence, by level of acculturation, October 2016

### Hispanics' attitudes toward snacks – Health

#### There is a desire for more healthy snack options

Figure 41: Attitudes toward snacks and health, by age, October 2016

Figure 42: Attitudes toward snacks and health, by household income, October 2016

### Hispanics' attitudes toward snacks – Snacking motivators

#### Bicultural Hispanics more likely to see benefits in consuming snacks

Figure 43: Attitudes toward snacks and snacking motivators, by age, October 2016

Figure 44: Attitudes toward snacks and snacking motivators, by level of acculturation, October 2016

## Snack Preferences – Salty or Sweet

### Hispanics consume both depending on the occasion

Figure 45: Hispanics' snack preference – Salty or sweet, October 2016

Figure 46: Hispanics' snack preference – Salty or sweet, by key demographics, October 2016

## Snack Purchases – Impulse or Planned

### Hispanics doing both

Figure 47: Hispanics' purchases of the snacks – Impulse or planned, October 2016

Figure 48: Hispanics' purchases of the snacks – Impulse or planned, by key demographics, October 2016

## Snack Purchases – Small or Large Snack Sizes

### Hispanics doing both

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Hispanics' Snacking Preferences - US - February 2017

Report Price: £3174.67 | \$3995.00 | €3701.03

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

Figure 49: Hispanics' purchase preferences of the snacks – Small or large snack sizes, October 2016

Figure 50: Hispanics' purchase preferences of the snacks – Small or large snack sizes, by key demographics, October 2016

## Perception of Advertising About Snacks

One in-four Hispanics embrace the advertising of snacks they like

Figure 51: Hispanics' perception of snacks' advertising – Great advertising or don't pay attention, October 2016

Figure 52: Important factors when Hispanics choose snacks – Health vs flavor, October 2016, by key demographics, October 2016

## Appendix – Data Sources and Terms

Data sources

Consumer survey data

Terms

A note on acculturation

## Appendix – Potato Chips

Figure 53: Hispanic households' consumption of potato chips, by key demographics indexed to all, July 2015-August 2016

Figure 54: Types of potato chips that Hispanic households consume, indexed to all, July 2015-August 2016

Figure 55: Flavors of potato chips that Hispanic households consume, indexed to all, July 2015-August 2016

Figure 56: Brands of potato chips that Hispanic households consume, indexed to all, July 2015-August 2016

## Appendix – Ready-to-Eat Cookies

Figure 57: Hispanic households' consumption of ready-to-eat cookies, by key demographics indexed to all, July 2015-August 2016

Figure 58: Types of ready-to-eat cookies that Hispanic households consume, indexed to all, July 2015-August 2016

Figure 59: Brands of ready-to-eat cookies that Hispanic households consume, indexed to all, July 2015-August 2016

## Appendix – Corn, Tortilla, or Cheese Chips/Snacks

Figure 60: Hispanic households' consumption of corn, tortilla, or cheese chips/snacks, by key demographics indexed to all, July 2015-August 2016

Figure 61: Brands of corn, tortilla, or cheese chips/snacks that Hispanic households consume, indexed to all, July 2015-August 2016

## Appendix – Chocolate and Other Candy

Figure 62: Hispanics' personal consumption of chocolate and other candy, by key demographics indexed to all, July 2015-August 2016

Figure 63: Types of chocolate and other candy that Hispanics consume, indexed to all, July 2015-August 2016

Figure 64: Summary of brands of chocolate and other candy that Hispanics consume, indexed to all, July 2015-August 2016

## Appendix – Snack Crackers, Saltines, and Graham Crackers

Figure 65: Hispanic households' consumption of snack crackers, saltines, and graham crackers, by key demographics indexed to all, July 2015-August 2016

Figure 66: Types of snack crackers, saltines, and graham crackers that Hispanic households consume, indexed to all, July 2015-August 2016

Figure 67: Summary of brands of snack crackers, saltines, and graham crackers that Hispanic households consume, indexed to all, July 2015-August 2016

## Appendix – Popcorn

Figure 68: Hispanic households' consumption of popcorn, by key demographics indexed to all, July 2015-August 2016

Figure 69: Brands of popcorn that Hispanic households consume, indexed to all, July 2015-August 2016

## Appendix – Nuts

Figure 70: Hispanic households' consumption of nuts, by key demographics indexed to all, July 2015-August 2016

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Hispanics' Snacking Preferences - US - February 2017

Report Price: £3174.67 | \$3995.00 | €3701.03

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

Figure 71: Types of nuts that Hispanic households eat or use, indexed to all, July 2015-August 2016

Figure 72: Kinds of nuts that Hispanic households eat or use, indexed to all, July 2015-August 2016

Figure 73: Brands of nuts that Hispanic households eat or use, indexed to all, July 2015-August 2016

## Appendix – Cereal/Granola Bars

Figure 74: Hispanics' personal consumption of cereal/granola bars, by key demographics indexed to all, July 2015-August 2016

Figure 75: Types of cereal/granola bars that Hispanics consume, indexed to all, July 2015-August 2016

Figure 76: Brands of cereal/granola bars that Hispanics consume, indexed to all, July 2015-August 2016

## Appendix – Frozen Novelty Treats

Figure 77: Hispanic households' consumption of frozen novelty treats, by key demographics indexed to all, July 2015-August 2016

## Appendix – Ready-to-Eat Snack Cakes

Figure 78: Hispanic households' consumption of ready-to-eat snack cakes, by key demographics indexed to all, July 2015-August 2016

Figure 79: Brands of ready-to-eat snack cakes that Hispanic households eat or use, indexed to all, July 2015-August 2016

## Appendix – Pretzels

Figure 80: Hispanic households' consumption of pretzels, by key demographics indexed to all, July 2015-August 2016

## Appendix – Meat Snacks and Beef Jerky

Figure 81: Hispanic households' consumption of meat snacks and beef jerky, by key demographics indexed to all, July 2015-August 2016

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)