

# Hispanics and Shopping for Groceries - US - October 2017

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"In a competitive landscape, value-oriented Hispanics shop at a variety of store types. As each grocery retailer defends its turf, the challenge is to keep shoppers in the store longer and make them notice categories they typically associate with other stores. Creating product-store-value associations is important as growth will happen only if share is taken from somewhere else."

**- Juan Ruiz, Director of Hispanic Insights**

This report looks at the following areas:

- **Hispanics make multiple weekly shopping trips**
- **A crowded landscape**
- **Reinforcing and breaking habits**

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, discount grocery 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 will appear in Mintel's upcoming Grocery Retailing – US, November 2017 Report.

Findings in this Report can be supplemented by the analysis presented in Mintel's Grocery Retailing – US, November 2016, Black Consumers and Shopping for Groceries – US, October 2017, Hispanics and Shopping for Groceries – US, November 2015, and other relevant Hispanic Reports in Mintel's multicultural library.

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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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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Hispanics make multiple weekly shopping trips

Figure 1: Hispanics' frequency of shopping, by location, July 2017

A crowded landscape

Figure 2: Correspondence analysis – Categories Hispanics shop, by channel, July 2017

The opportunities

Grocery retailers have control over main factors influencing where Hispanics shop for groceries

Figure 3: Top factors influencing Hispanics' grocery shopping location, July 2017

Reinforcing and breaking habits

Figure 4: Hispanics' attitudes toward the grocery shopping experience, July 2017

Private label and store brands are considered if certain conditions are met

Figure 5: Hispanics' attitudes toward private label and coupons, July 2017

Sticking to basics

Figure 6: Top desired innovations or improvements Hispanics want when grocery shopping, indexed to all, July 2017

What it means

### The Market – What You Need to Know

Hispanics' expenditures on groceries are estimated at \$83.8 billion

Food and drink account for the biggest slice

Cultural differences affecting the market include...

Factors affecting the market include...

### Market Size

Hispanics' expenditures on groceries show restrained growth

A note about rainy days

Figure 7: Hispanic household spending on groceries\*, at current prices, 2012-17

### Market Breakdown

The bulk of grocery expenditures are on food and drink

Figure 8: Share of Hispanic households' spending on groceries, by segment, indexed to all, 2017

Food and drink

Figure 9: Hispanic household spending on food and drink\*, at current prices, 2012-17

Household goods

Figure 10: Hispanic household spending on household goods\*, at current prices, 2012-17

HBC products

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Figure 11: Hispanic household spending on HBC products\*, at current prices, 2012-22

## Market Perspective

Hispanics less likely to want to change their eating habits

Figure 12: Hispanics' attitudes toward diet and health, indexed to all, April 2016-May 2017

Need of fresh ingredients can drive the grocery shopping frequency up

Figure 13: Hispanics' attitudes and opinions about food, indexed to all, April 2016-May 2017

Store environment less likely to make a difference for Hispanic shoppers

Figure 14: Hispanics' attitudes and opinions about shopping, indexed to all, April 2016-May 2017

Pricing quality can be a challenge

Figure 15: Hispanics' attitudes and opinions about shopping behavior, indexed to all, April 2016-May 2017

## Market Factors

Larger families, more stuff

Figure 16: Average household size, by race and Hispanic origin, 2016

Figure 17: Households with related children, by race and Hispanic origin of householder, 2016

Lower median household income forces Hispanics to search for value

Figure 18: Median household income, by race and Hispanic origin of householder, 2015

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

Improving labor market may inspire Hispanics to increase discretionary spending

Figure 20: Unemployment rate (seasonally adjusted), by Hispanic origin, January 2007-July 2017

## Key Players – What You Need to Know

Connecting and standing out is the challenge

Some changes may shake the market structure

## What's Happening?

E-mail still makes sense

A focus on price

Figure 21: Jewel Osco red alert prices email, August 2017

Making saving even more tangible

Figure 22: Walmart's savings catcher email, September 2017

Introducing new products

Figure 23: Target's We picked some things just for you email, September 2017

Providing inspiration

Figure 24: Publix' Recipes inspired by the street cuisine experience – email, September 2017

Being part of the community

The cultural connection

Figure 25: Sedanos' where is the sabor (flavor) mobile advertising, April 2017

## What's Next?

Amazon + Whole Foods

Walmart + Uber

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Walmart + Google

## The Consumer – What You Need to Know

Practically all Hispanics have some responsibility for purchasing groceries

Hispanics visit a variety of store types

The market for groceries is fragmented

It's all about price, location, and the right product mix

Shopping habits are a blessing and a problem

Private label of store brands need to prove their value

Improvements should promote trial

## Grocery Shopping Responsibility

The vast majority of Hispanics are involved in grocery shopping

Figure 26: Hispanics' grocery shopping responsibility, July 2017

Who takes sole responsibility?

Are women in charge?

Figure 27: Demographic profile of Hispanics who are solely responsible for grocery shopping, July 2017

Who shares responsibility?

Figure 28: Demographic profile of Hispanics who share responsibility for grocery shopping, July 2017

## Shopping Location and Frequency

Hispanics shop for groceries in multiple places

Figure 29: Hispanics' frequency of shopping, by location, July 2017

The supermarket weekly shopper

Figure 30: The supermarket Hispanic shopper demographic profile – Once a week or more often, July 2017

The Walmart weekly shopper

Figure 31: The Walmart Hispanic shopper demographic profile – Once a week or more often, July 2017

The convenience store and local neighborhood store weekly shopper

Figure 32: The convenience store and local neighborhood store Hispanic shopper demographic profile – Once a week or more often, July 2017

The mass merchandiser (other than Walmart) weekly shopper

Figure 33: The mass merchandiser (other than Walmart) Hispanic shopper demographic profile – Once a week or more often, July 2017

Weekly shoppers at other store types

## Categories Shopped By Channel

The market for groceries is fragmented

Figure 34: Correspondence Analysis – Categories Hispanics shop, by channel, July 2017

Figure 35: Categories Hispanics shop, by channel, July 2017

Figure 36: Hispanics' likelihood to refer to in-store initiatives when shopping, indexed to all, April 2016-May 2017

## Factors Influencing Shopping Location

3 P's influence Hispanics' grocery shopping location

Figure 37: Factors influencing Hispanics' grocery shopping location, July 2017

Other than price, it is location, location, location

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Figure 38: TURF Analysis – Factors influencing shopping location – Excluding price, July 2017

Figure 39: Table – TURF Analysis – Factors influencing shopping location – Excluding price, July 2017

Unacculturated Hispanics are more pragmatic grocery shoppers

Figure 40: Factors influencing Hispanics' grocery shopping location, by level of acculturation, July 2017

More affluent Hispanics more likely to look for convenience

Figure 41: Factors influencing Hispanics' grocery shopping location, by household income, July 2017

## Grocery Shopping Attitudes and Behaviors

Hispanics enjoy the grocery shopping process, itself

Figure 42: Hispanics' attitudes toward the grocery shopping experience, July 2017

Age limits flexibility

Figure 43: Hispanics' attitudes toward the grocery shopping experience, by age, July 2017

Acculturated Hispanics are more efficient when shopping for groceries

Figure 44: Hispanics' attitudes toward the grocery shopping experience, by level of acculturation, July 2017

## Private Label and Coupons

Hispanics open to private label, but...

Figure 45: Hispanics' attitudes toward private label and coupons, July 2017

Price elasticity may be greater among older Hispanics

Figure 46: Hispanics' attitudes toward private label and coupons, by age, July 2017

Less acculturated Hispanics are an opportunity to private label/store brands

Figure 47: Hispanics' attitudes toward price private label and coupons, by level of acculturation, July 2017

## Desired Improvements

Variety, sampling, value drive main desired innovations or improvements

Figure 48: Desired innovations or improvements Hispanics want when grocery shopping, indexed to all, July 2017

The importance of focusing on the basics

Figure 49: TURF Analysis – Desired innovations or improvements Hispanics want when grocery shopping, July 2017

Figure 50: Table – TURF Analysis – Desired improvements, July 2017

## Appendix – Data Sources and Abbreviations

Data sources

Sales data

Consumer survey data

Direct marketing creative

Abbreviations and terms

Abbreviations

Terms

TURF analysis methodology

Correspondence analysis methodology

A note on acculturation

## Appendix – The Market

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Figure 51: Hispanic household spending on groceries\*, at inflation-adjusted prices, 2012-17

Figure 52: Hispanic household spending and forecast spending on food and drink\*, at inflation-adjusted prices, 2012-17

Figure 53: Hispanic household spending and forecast spending on household goods\*, at inflation-adjusted prices, 2012-17

Figure 54: Hispanic household spending and forecast spending on HBC products\*, at inflation-adjusted prices, 2012-17

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