

Hispanic Food and Drink Shopper - US - December 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Hispanics are value-oriented consumers who shop at a variety of stores, and choose their food and drink destinations based on product price and taste. Still, as grocery retailing becomes more competitive retailers that spend the time to understand the different segments of Hispanic shoppers will be in a better position to determine how they can fit in their shopping approach to stand out."

- Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- Four segments of Hispanic shoppers approach food and drink shopping with different motivations
- Brands need to look beyond product/pricing to stand out
- Hispanics don't associate many store types with key attributes
- Appeal to Hispanics' sense of responsibility
- Recruit Enthusiastic Shoppers as brand ambassadors for in-store prepared food
- Stress the positives to reinforce Hispanics' perception of value

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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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The Consumer – What You Need to Know

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