

# Hispanics and Shopping for Groceries - US - January 2020

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"When shopping for groceries, Hispanics follow a different path compared to the average US consumer. Hispanics' search for value means they shop at a variety of stores, and traditional supermarkets lose out to mass merchandisers."

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

This report looks at the following areas:

- Focus on the basics
- Create habits
- Minimize online delivery fee

Convenience and quality are top motivators for choice of retailer, but compared to the average, these factors are less important, indicating that Hispanics will go out of their way for the products they want at the price they're willing to pay. Although Hispanics differ from the general market, overall, understanding the attitudes and motivations of different segments of Hispanic grocery shoppers can help retailers to better meet Hispanic shoppers' needs.

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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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