

Hispanics: Non-alcoholic Beverages - CSDs & Juice/ Juice Drinks - US - March 2021

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This report looks at the following areas:

As a population, Hispanics skew younger than the average and live in larger households, which creates a dynamic conducive to purchasing a wider variety of beverages for the household. Hispanics consider their families' preferences when deciding what to buy, so brands that can reach Hispanics in relevant ways may find brand advocates to champion their products at home. Hispanics don't follow mainstream trends around wellness and BFY beverages. Instead, they decide based on flavor, price and family experiences. Brands that can enhance experiences through flavor may be in a good position to grow their Hispanic following.

This report covers the following:

- The impact of COVID-19 on Hispanics' consumption of non-alcoholic beverages
- How drinking occasions determine impact beverage consumption
- The importance of brand in Hispanics' purchase decisions and the key factors that define a meaningful brand
- Why general market trends guiding product innovation may not resonate with Hispanics



"While COVID-19 didn't prompt Hispanics to prioritize spending on non-alcoholic beverages, its impact on their day-to-day lives drove increased purchases as more time at home created more drinking occasions."

– Juan Ruiz, Director of
Hispanic Insights

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