

# Hispanics: Feeding the Family - US - 2021

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## This report looks at the following areas:

- The impact of COVID-19 on Hispanics' approach to feeding their families.
- Which aspects influence in what Hispanics feed their families.
- How Hispanics perceive different types of foods.
- What factors are most important to Hispanics when choosing food and drinks for their families.

Becoming part of Hispanics' family feeding dynamic can represent significant growth opportunities, as Hispanics are younger and more likely to have children. Hispanic parents want to make their best effort to ensure their families eat healthfully and are pleased with the food. As they embark on this adventure, Hispanic parents aim to balance things on many fronts: first, traditional gender roles (moms do most of the work) and societal changes (dad does his fair share); second, food purchase decisions weighing taste with freshness and healthfulness. Brands can provide guidance on both fronts and nurture relationships in the process.



“Hispanic parents have two fundamental objectives in their approach to feeding their families; they want to ensure their families eat healthy and they want to please them. As achieving these objectives contributes to strengthening their identity as parents, there are opportunities for brands to help.”

– Juan Ruiz, Director Hispanic Insights

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