

Hispanic Consumer Snacking Trends - US - 2023

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This report looks at the following areas:

- Types of snacks consumed
- Snacking frequency and occasions
- Snacking motivations and purchase drivers
- Interest in snack innovations

Flavor is the top purchase driver for Hispanic snackers, so much so that over half (59%) of Hispanics believe taste is more important than health when it comes to eating snacks. Flavor quality needs to be there or consumers won't buy into secondary attributes. While the snack market includes a variety of offerings with accessible price points, snacks are not immune to the challenges of inflation and consumers may exhibit more value-driven behavior.

However, value is multifaceted and Hispanic segments are driven by different purchase drivers. Top considerations motivating snack consumption are satiety alongside emotional and health demands, like snacks that are a personal treat or an energy boost. Snacks have plenty to win with Hispanics if they offer quality flavor. There's promising room for growth with low-calorie offerings and functional ingredients that promote physical and mental wellness.



"Hispanic consumers gravitate to snacks for reasons beyond hunger and seek an indulgent experience that delivers great flavor quality. Brands need to lead with flavor first in order to appeal across segments but need to maintain excitement amidst economic uncertainty."

– **Stefanie Kundakjian**,
Multicultural Consumer
Insights Analyst, Hispanic
Focus

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