

Snacking Preferences of the Hispanic Consumer - US - October 2012

Scope and Themes



“When it comes to snacking, like most consumers, Hispanics are looking for comfort—they want their favorite flavor from a brand they trust. Initiating new flavors and products will require some advanced familiarization in the marketplace. One avenue to do that may be through kids. Hispanic families are highly likely to buy snacks based on their child’s favorite flavors and kids may be less set in their ways and more willing to try something different.”

– Adam Jacobson, Multicultural Analyst

In this report we answer the key questions:

- **What factors are most important to Hispanic consumers when purchasing snacks?**
- **What snack flavors are Hispanic consumers most likely to purchase?**
- **Which segment of Hispanic consumers will be important to snack food manufacturers?**

According to the U.S. Census Bureau, the Hispanic population is expected to reach 61.1 million by 2017, a 33% increase from 2007. Additionally, Hispanic spending power is expected to climb to nearly \$1.7 trillion by 2017, from nearly \$1.2 trillion in 2012. Also, Hispanic households are more likely than non-Hispanic households to have children. Because of this, the Hispanic consumer is likely to have increasing influence over the snack food market.

Brands will need to find ways to appeal to less acculturated Hispanics, who are still becoming accustomed to the snacking culture of the U.S. and are less likely to eat a wide variety of snacks, while also reaching out to media-savvy, young Hispanics who are looking to see themselves and their

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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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multicultural tastes reflected in the food they buy. For snack brands, this means creating products and marketing campaigns that will vary greatly depending on demographic. However, as the palate of the American consumer continues to become more international, it is likely that many of these campaigns and potential new products will appeal to a wider demographic group.

This report builds on Mintel's *The Hispanic Private Label Consumer—U.S., August 2012*; *Hispanics and Convenience Stores—U.S., February 2012*; *Chips, Pretzels, and Corn Snacks—U.S., January 2012*; *Hispanic Diet—U.S., September 2011*; *Salty Snacks: Popcorn, Cheese, Corn, and Meat Snacks—U.S., April 2011*; *Hispanics and the Perimeter of the Grocery Store—U.S., February 2011*; and *The Hispanic Grocery Cart—U.S., September 2010*.

This report covers Hispanics' attitudes and consumption patterns with regard to all major categories of snack foods. It takes a close look at how their choices and behaviors are affected by age, gender, income, and language. Discussions and examples of trends and opportunities for marketers, including the role of major retail channels, are provided.

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