

# Hispanic Consumers and the Perimeter of the Grocery Store - US - February 2014

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“The role that the American or Hispanic culture plays in the life of any Hispanic adds complexity to this market. However, something that Hispanics have in common is their passion for food - preparing nutritious dishes is a priority to them; it’s here where grocers can offer them the right ingredients and value that they are looking for.”  
 – Juan Ruiz, Senior Multicultural Analyst

## This report looks at the following areas:

- What role do children play in grocery shopping?
- How will better educated Hispanics impact sales of perimeter foods?

Hispanics are the largest and fastest growing minority group with a purchasing power projected to reach \$1.7 trillion by 2017. Because Hispanics tend to live in larger households, in a typical week they spend more than non-Hispanics on groceries despite having lower household income. Hispanics are naturally attracted toward products sold at the perimeter of the grocery store. They are more likely than non-Hispanics to prepare foods from scratch using fresh ingredients. Freshness and nutritional value resonate strongly among these consumers. They are making efforts to eat healthier, but at the same time they are facing challenges coming up with healthy options that the entire family likes. Readers of this report will gain new insight on how to attract members of this important demographic to products sold at the perimeter of the grocery store.

This report builds on the analysis presented in Mintel's Hispanics and the Perimeter of the Grocery Store – US, February 2011.

For the purposes of this report, “perimeter of the grocery store” describes products that are typically fresh and sold at specialty counters along the edge of the store or in the produce section. Categories include fresh fruits and vegetables, dairy products, fresh fish and seafood, as well as poultry, red meat, and pork.

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