"For most categories, Hispanic households’ consumption of snacks is higher among English-dominant Hispanics. Engaging with Spanish-dominant Hispanics to increase consumption would drastically increase Hispanics’ contribution to the snacks market. Brand efforts in this regard need to promote not only the brand but the category as well."

- Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- Hispanics aren’t thinking about health and ingredients when choosing snacks
- Hispanics associate sweet and salty snacks with different needs and occasions
- Sweet snacks encourage impulse purchases, salty snacks benefit from repeat purchases

Based on changes in consumption since 2014, Spanish-dominant Hispanics’ consumption of sweet snacks shows growth, highlighting the importance of emotional factors to promote trial.
Hispanics' Snacking Preferences - US - February 2019

Table of Contents

Overview
What you need to know
Definition

Executive Summary
Overview
The issues
Hispanics aren't thinking about health and ingredients when choosing snacks
Figure 1: Hispanic snacking segments, October 2016 vs November 2018
Hispanics associate sweet and salty snacks with different needs and occasions
Figure 2: Correspondence Analysis – Snack type associations, November 2018
Sweet snacks encourage impulse purchases, salty snacks benefit from repeat purchases
Figure 3: Purchase behaviors – Sweet and salty snacks, November 2018

The opportunities
Bringing Spanish-dominant Hispanics on board
Figure 4: Hispanic households' consumption of snacks, by language spoken at home and household income, July 2017-August 2018
Connecting through multiple channels
Figure 5: Snack information sources, November 2018

What it means
The Market – What You Need to Know
Demographic factors influence how Hispanics relate to snacking
Lives are hectic
Hispanics’ approach to snacking indicates a shift in attitude

Market Factors
The youth of the market diminishes need for healthy snacking
Figure 6: Distribution of population, by age and race/Hispanic origin, 2018
Larger household sizes democratize snacks consumption
Figure 7: Average number of people per household, by race and Hispanic origin, 2017
Figure 8: Households with related children, by race and Hispanic origin of householder, 2017
Hispanics’ lower household income is an obstacle for premium snacks
Figure 9: Median household income, by race and Hispanic origin of householder, 2017
Figure 10: Household income distribution, by race and Hispanic origin of householder, 2017

Market Perspective
Fast-paced lifestyles are the norm
Hispanics think they are healthy

Hispanics' Snacking Segments
Changes in snacking segments show healthy snacks are not a priority for Hispanics

Conscious Snackers (11%)

Therapeutic Snackers (21%)

Averse Snackers (17%)

Indulgent Snackers (31%)

Unconcerned Snackers (20%)

Does the concept of healthy snacks resonate among Hispanics?

How big of a driver is indulgence?

Do ingredients matter?

What are the other benefits in snacks?

Implications of Hispanic Snacking Segments

Key Players – What You Need to Know

Fragmented market puts pressure on leveraging brand equity

Snacks face pressure from nontraditional competitors

What’s Happening?

Extending brands

Expanding flavors

Creating unexpected associations

Owning occasions

What’s Next?

The concept of snacking will widen even further

The Consumer – What You Need to Know

Spanish-dominant Hispanics hold the key to the category growth

Hispanics’ concepts of sweet and salty snacks are different

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Sweet snack purchases are more impulsive than salty snack ones
Latin American brands need to define their value proposition to more acculturated Hispanics
Brands need to drive engagement at the store

Hispanic Households’ Snack Consumption
Spanish-dominant Hispanics are significant opportunity
Figure 24: Hispanic households’ consumption of snacks, indexed to all, July 2017-August 2018
Figure 25: Hispanic households’ consumption of snacks, by language spoken at home and household income, July 2017-August 2018
Spanish-dominant Hispanics’ consumption growth skews sweet
Figure 26: Spanish-dominant Hispanic households’ consumption of snacks, trended, August 2013-August 2018
Hispanic teens’ snack consumption is consistent with average US teens for core snacks
Figure 27: Hispanic teens’ personal consumption of snacks, indexed to all Hispanics, July 2017-August 2018
Hispanic teens can influence their household snack consumption
Figure 28: Hispanic teens’ personal consumption of snacks, indexed to all Hispanics, July 2017-August 2018

Snack Type Associations
Sweet and salty snacks consumption motivated by different occasions
Figure 29: Correspondence Analysis – Snack type associations, November 2018
Figure 30: Snack type associations, November 2018

Purchase Behavior – Sweet and Salty Snacks
Sweet snacks are more likely to ignite curiosity
Figure 31: Purchase behaviors – Sweet and salty snacks, November 2018
Are Hispanics loyal to snacks?
Figure 32: Tendency to eat the snacks – Sweet and salty snacks, by key demographics, November 2018
Do Hispanics like to try new snacks?
Figure 33: Tendency to try new snack types – Sweet and salty snacks, by key demographics, November 2018
Which Hispanics buy snacks on impulse?
Figure 34: Impulse purchases – Sweet and salty snacks, by gender and age, and attitudinal segments, November 2018

Latin American Brands Appeal – Sweet and Salty Snacks
Attachment to Latin American brands fades quickly
Figure 35: Latin American brands appeal – Sweet and salty snacks, November 2018
Figure 36: Latin American brands appeal – Sweet and salty snacks, by level of acculturation, November 2018
Bridge Builders are key to carrying on these brands
Figure 37: Latin American brands appeal – Sweet and salty snacks, by age, November 2018

Snack Information Sources
Strong presence at POS is key to shift from awareness to action
Figure 38: Snack information sources, November 2018
Less-affluent Hispanics not learning about new products outside POS opportunities
Figure 39: Snack information sources, by language spoken at home and household income, November 2018

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Appendix – Data Sources and Abbreviations

Data sources
Consumer survey data
Abbreviations and terms
Abbreviations
Terms
A note about acculturation
Correspondence analysis’ methodology

Appendix – Consumer

Figure 40: Hispanic households’ consumption of snacks, by age of respondent, July 2017-August 2018
Figure 41: Hispanic households’ consumption of snacks, by household income, July 2017-August 2018
Figure 42: Hispanic households’ consumption of snacks, by language spoken at home, July 2017-August 2018
Figure 43: Hispanic households’ consumption of snacks, trended, August 2013-August 2018
Figure 44: English dominant Hispanic households’ consumption of snacks, trended, August 2013-August 2018
Figure 45: Fruit consumption as snack, by age, May 2018 (all US consumers), November 2018 (Hispanics)