

Hispanics and Shopping the Perimeter of the Store - US - November 2019

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This report looks at the following areas:

- Freshness is key, but cost has the deciding vote
- Relevant promotions benefit both brand and store
- Leverage second-tier claims and affordability

The fact that Hispanics underindex by a large margin for shopping at traditional supermarkets highlights Hispanics' different approach to perimeter categories compared to the average US consumer. Understanding these differences is vital to connect with the Hispanic market.



"Hispanics shop for perimeter-of-the-store foods at a variety of retailers. They don't mind shopping more often to buy fresh foods. They also don't mind driving long distances in their search for value and quality."

- Juan Ruiz, Director of Hispanic Insights

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