

# Hispanics and Alcoholic Beverages - Spotlight on Beer: Incl Impact of COVID-19 - US - December 2020

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## This report looks at the following areas:

- The impact of COVID-19 on Hispanics and their consumption of alcoholic beverages.
- What a greater share of Hispanics aged 25- 44 means for alcoholic beverages.
- How Hispanics differ from average US consumers and how culture impacts their preference for culturally meaningful beverages.
- The key factors Hispanics pay attention to when purchasing beer.

Hispanics are a critical target for alcoholic beverage brands as they account for almost one in five US consumers and are overrepresented in the coveted 25-44 year old segment. Hispanics don't follow general market trends in what they drink. Both life stage and culture drive their engagement in drinking. They gravitate toward brands and beverages that connect them to their roots and bicultural nature. Still, alcoholic drinks are discretionary, and COVID-19 impacted the market unevenly. One segment of Hispanics is doing well and embracing alcoholic beverages this season, while others have modified their spending and have put alcoholic beverages at a lower priority.



“COVID-19 disrupted Hispanics’ social lives and – with it – many occasions in which Hispanics consume alcoholic beverages. It also affected their finances, leading to a change in spending priorities. Unless strong habits and positive attitudes toward drinking alcohol were in place before the pandemic, Hispanics might be missing triggers or cues to drink.”

– Juan Ruiz, Director of

Hispanic Insights  
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