

Hispanics and Dining Out - US - May 2013

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"The U.S. Hispanic population is made up of different nationalities, ethnicities, and rates of acculturation. However, the Hispanic population is more likely than non-Hispanics to eat out at restaurants, and more likely to dine out with a larger party, making their growing population a significant source of revenue in the foodservice space."

– Julia Gallo-Torres, Category Manager, U.S., Foodservice

In this report we answer the key questions:

- What types of restaurant do Latinos frequent?
- What is a typical Hispanic consumer like?
- How can restaurant operators increase sales to Hispanic consumers?

The U.S. population is changing rapidly, and minority populations are gaining significance. For example, the Hispanic population is not only becoming larger, it is also influencing every aspect of popular American culture. No wonder: The Hispanic population is slated to grow 30% between 2008-18, and the group's purchasing power is expected to reach nearly \$1.7 trillion by 2017, up from nearly \$1.2 trillion in 2012.

Family is a priority in the Hispanic culture and Hispanic families typically have more children than the general population. Close to 50% of Hispanic households include children, compared to less than 30% of non-Hispanic households. The U.S. Census Bureau projects that 39% of U.S. children will be Hispanic by 2050; in 2011, it was 24%. Concurrently, the population of White, non-Hispanic children will reach 28% by 2050, decreasing from 53% in 2011. The population of children who are Black is also expected to decrease, from 15.2% in 2011 to 12.8% in 2050, and the population of Asian children is projected to increase from 4% of the U.S. child population in 2011 to 6% in 2050. Therefore, by 2050, Hispanic children will make up the largest demographic for children in the U.S.

Hispanics notoriously like to spend time with their family and also enjoy frequenting restaurants, so understanding the unique characteristics of this group will be a key driver for the foodservice industry. The Bureau of Labor Statistics' Consumer Expenditure Survey shows that Hispanics spend an average of \$6,654 on food and beverages annually, and \$2,524 is spent on food away from home. Since Hispanics tend to trend younger in age, they have not yet reached their highest earning potential, meaning this number is likely to increase, offering even more opportunity.

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DID YOU KNOW?

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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- What types of restaurant do Latinos frequent?
- What is a typical Hispanic consumer like?
- How can restaurant operators increase sales to Hispanic consumers?

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- When it comes to using technology, Hispanics are not far behind
- Eating healthier also appeals to Hispanics
- What Hispanics look for when dining out

Trend Applications

- Mintel Futures: The Screenage Family
- Restaurants

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Demographics

Characteristics

Opportunity

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