

Hispanic Consumers and Dining Out - US - January 2015

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“As Hispanics’ expenditures on dining out continue to grow, restaurants that work toward making Hispanics feel welcomed may not only entice them to return, but may benefit from them sharing their good experiences at the restaurant with others; when Hispanics think about where to dine out, they give a lot of consideration to recommendations from close friends and family.”
 – Juan Ruiz, Senior Multicultural Analyst

This report looks at the following areas:

- Leveraging recommendations
- Extending reach during the day
- Creating guiltless desserts

At an estimated \$64.3 billion, Hispanics’ expenditures on dining out currently have experienced a growth of 44% since 2009 and are projected to continue growing at a healthy pace over the next five years. Hispanics have a variety of places to choose from when deciding where to dine out and they tend to gravitate toward restaurants where they feel welcomed and where they can find a good value for their money.

When targeting this market, restaurants should be prepared to host children as 62% of Hispanics who dine out typically bring children with them to the restaurants; children may have a significant influence on the places that Hispanics choose to dine. Providing an ambience in which children can feel comfortable is important as their wellbeing will somewhat influence the overall experience that their parents and guests at other tables nearby get. Children’s approval will increase the likelihood that the rest of the family will also like the place.

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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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