

Hispanics' Snacking Preferences - US - February 2017

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"Practically all Hispanic households consume snacks. However, they consume a wider variety of snacks as they become acculturated, resulting in snacking habits, preferences, and motivations for consumption becoming increasingly complex. Since less-acculturated Hispanics gravitate toward fewer types of snacks, there are opportunities for brands to connect with Hispanics."
Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- Spanish and English-dominant Hispanics represent different challenges
- Hispanic women buy snacks with their families in mind
- The majority of Hispanics want more healthy snack options

Definition

This Report covers snacking preferences of Hispanic consumers, including household consumption, purchase influencers, shopping location, and attitudes.

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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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