

Hispanic Consumers and Alcoholic Beverages - US - December 2014

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“Hispanics have so many options to choose from when deciding which alcoholic beverages to purchase. They decide based on the occasion and the people that they will be with. However, it is seldom that they purchase something they are not familiar with. Bars and restaurants are ideal settings to promote that initial trial and make the connection.”

– Juan Ruiz, Senior Multicultural Analyst

This report looks at the following areas:

- Getting noticed out of so many options
- Educating Hispanics about the category
- Increasing trial on-premise

Hispanics consume alcoholic beverages mainly for social purposes. They enjoy drinking them at gatherings with friends and family or when they are celebrating an important event such as a birthday, a first communion, or a promotion at work. While Hispanics have access to a wide variety of alcoholic beverages, they tend to purchase from a list of brands that they know. As they become more acculturated or more affluent, they tend to become more sophisticated drinkers and open to trying new varieties or brands.

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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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Table of Contents

Scope and Themes

- What you need to know
- Definition
- Data sources
- Consumer survey data
- Expenditure data
- Abbreviations and terms
- Abbreviations
- Terms
- Acculturation

Executive Summary

Growth of Hispanics' expenditures on alcoholic beverages accelerating

Figure 1: Average expenditures on alcoholic beverages, by Hispanic origin at current prices, three-year rolling averages, 2008-13

The majority of Hispanics consume alcoholic beverages

Figure 2: Consumption of alcoholic beverages among Hispanics, April 2013-June 2014

Imported beer is welcomed; craft/microbrew beer not quite yet

Figure 3: Consumption of beer, by Hispanic origin, April 2013-June 2014

Unacculturated Hispanics more likely to serve beer at celebrations

Figure 4: Reasons for drinking beer among Hispanics, by level of acculturation, August 2014

Acculturation influences where Hispanics shop

Figure 5: Where Hispanics purchase beer, by level of acculturation, August 2014

Hispanics more likely than non-Hispanics to drink tequila, but lag behind on other spirits

Figure 6: Consumption of spirits, by Hispanic origin, April 2013-June 2014

Consumption of spirits more prevalent among English-dominant Hispanics and more affluent households

Figure 7: Consumption of spirits among Hispanics, by household income, April 2013-June 2014

Brand familiarity important when purchasing spirits/hard alcohol

Figure 8: Important factors for Hispanics when purchasing liquor/distilled spirits, by language spoken at home, August 2014

Lack of "wine-culture" and familiarity with domestic brands barriers to Hispanics' wine consumption

Figure 9: Consumption of wine, by Hispanic origin, April 2013-June 2014

Hispanics gravitate toward wines produced in Spanish-speaking countries

Figure 10: Types of imported wine Hispanics consume, by language spoken at home, April 2013-June 2014

Unacculturated Hispanics play it safe when purchasing wines

Figure 11: Important factors for Hispanics when purchasing wine, by level of acculturation, August 2014

What we think

Issues and Insights

Getting noticed out of so many options

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The issues:

The implications:

Educating Hispanics about the category

The issues:

The implications:

Increasing trial on-premise

The issues:

The implications:

Trend Application

Trend: The Real Thing

Trend: Patriot Games

Trend: Slow It All Down

Hispanic Expenditures on Alcoholic Beverages

Key points

Growth of Hispanics' expenditures on alcoholic beverages accelerating

Figure 12: Average expenditures by Hispanic households for alcoholic beverages, at current prices, three-year rolling averages, 2008-13

Figure 13: Average expenditures by non-Hispanic households for alcoholic beverages, at current prices, three-year rolling averages, 2008-13

Hispanics under index on spending on alcoholic beverages

Figure 14: Average expenditures for alcoholic beverages, by Hispanic and non-Hispanic households, indexed to all households based on three-year rolling averages, 2013

Innovations and Innovators

Eye catching: tequila cowboy boot

Figure 15: Tequila Cowboy Boot by Grupo Industrial Muyaad, November 2014

Interactive: pack for liqueur

Figure 16: Packaging of Pastis 51, November 2014

Reusable: metal multipack for beer

Figure 17: Packaging of Desperados, October 2014

Marketing Strategies

Being part of the celebration

Figure 18: Corona Extra "Blackout" commercial, March 2014

Figure 19: Corona Extra "Hammock" commercial, March 2014

Engaging with Hispanics through their passions

Partnering with people Hispanics know and like

Hispanic Consumers and Alcoholic Beverages

Key points

Consumption of alcoholic beverages

Figure 20: Consumption of alcoholic beverages among Hispanics, April 2013-June 2014

Socializing prompts consumption of beer and spirits

Figure 21: Reasons for drinking beer among Hispanics, by alcohol type, August 2014

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Beer

Key points

Beer consumption among Hispanics

Hispanics like imported beer, but still are shy of craft/microbrew beer

Figure 22: Consumption of beer, by Hispanic origin, April 2013-June 2014

The majority of Hispanic men consume beer; so do about a third of Hispanic women

Figure 23: Consumption of beer among Hispanics, by age and gender, April 2013-June 2014

Figure 24: Consumption of beer among Hispanics, by household language spoken at home, April 2013-June 2014

Imported beer consumption increases with household income

Figure 25: Consumption of beer among Hispanics, by household income, April 2013-June 2014

Change in beer consumption

Beer consumption generally stable compared to a year ago

Figure 26: Hispanics' change in consumption of beer over a year ago, by gender and age, August 2014

Increase in beer consumption goes hand in hand as household income increases

Figure 27: Hispanics' change in consumption of beer over a year ago, by household income, August 2014

Reasons why Hispanics drink beer

The social component is a strong reason to drink beer among Hispanics

Figure 28: Reasons for drinking beer among Hispanics, by gender and age, August 2014

Celebrations more likely to include beer among unacculturated Hispanics

Figure 29: Reasons for drinking beer among Hispanics, by level of acculturation, August 2014

Where Hispanics consume beer

Figure 30: Where Hispanics consumed beer in the last 30 days, by gender and age, April 2013-June 2014

Figure 31: Where Hispanics consumed beer in the last 30 days, by language spoken at home, April 2013-June 2014

Where Hispanics purchase beer

Hispanic men value the convenience of convenience stores when purchasing beer

Figure 32: Where Hispanics purchase beer, by gender and age, August 2014

Acculturation influences where Hispanics shop

Figure 33: Where Hispanics purchase beer, by level of acculturation, August 2014

Beer brand loyalty among Hispanics

Hispanics have a short a list of brands that they prefer

Figure 34: Beer brand loyalty among Hispanics, by gender and age, August 2014

Brands of beer that Hispanics consume

With lots to choose from, Hispanics stick with the brands they know

Imported beer

Figure 35: Brands of imported beer that Hispanics consumed in the last 30 days, by region, April 2013-June 2014

Light beer

Figure 36: Brands of light beer that Hispanics consumed in the last 30 days, by region, April 2013-June 2014

Regular domestic beer

Figure 37: Brands of domestic regular beer that Hispanics consumed in the last 30 days, by region, April 2013-June 2014

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Regular microbrew beer

Figure 38: Brands of craft/microbrew beer that Hispanics consumed in the last 30 days, April 2013-June 2014

Important factors for Hispanics when purchasing beer

Younger Hispanics more likely to consider what others like when purchasing beer

Figure 39: Important factors for Hispanics when purchasing beer, by gender and age, August 2014

The social component more important among less acculturated Hispanics

Figure 40: Important factors for Hispanics when purchasing beer, by level of acculturation, August 2014

Spirits/Hard Alcohol

Key points

Spirits consumption among Hispanics

In terms of spirits, Hispanics are more likely to drink tequila, but lag behind on others

Figure 41: Consumption of spirits, by Hispanic origin, April 2013-June 2014

Hispanic women aged 21-34 drink spirits like Hispanic men do

Figure 42: Consumption of spirits among Hispanics, by gender and age, April 2013-June 2014

Consumption of spirits more prevalent among English-dominant Hispanics and more affluent households

Figure 43: Consumption of spirits among Hispanics, by language spoken at home, April 2013-June 2014

Figure 44: Consumption of spirits among Hispanics, by household income, April 2013-June 2014

Change in spirits/hard alcohol consumption

Spirits/hard alcohol consumption steady among Hispanics

Figure 45: Hispanics' change in consumption over a year ago – spirits/hard alcohol, by language spoken at home, August 2014

Reasons why Hispanics drink spirits/hard alcohol

Among Hispanics, a good reason has to exist for drinking spirits

Figure 46: Reasons for drinking spirits/hard alcohol among Hispanics, by language spoken at home, August 2014

Where Hispanics consume liquor

Bars and restaurants provide the celebratory environment that Hispanics need to drink spirits

Figure 47: Where Hispanics consumed liquor in the last 30 days, by gender and age April 2013-June 2014

Where Hispanics purchase spirits/hard alcohol

Liquor stores main destination to purchase spirits among Hispanics

Figure 48: Where Hispanics purchase spirits/hard alcohol, by language spoken at home, August 2014

Important factors for Hispanics when purchasing spirits/hard alcohol

Brand familiarity important when purchasing spirits/hard alcohol

Figure 49: Important factors for Hispanics when purchasing liquor/distilled spirits, by language spoken at home, August 2014

Wine

Key points

Wine consumption among Hispanics

Lack of "wine-culture" and familiarity with domestic brands barriers to Hispanics' wine consumption

Figure 50: Consumption of wine, by Hispanic origin, April 2013-June 2014

Hispanic men and women equally likely to consume wine

Figure 51: Consumption of wine among Hispanics, by gender and age, April 2013-June 2014

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Hispanics more likely to drink wine as more English is spoken and household income is higher

Figure 52: Consumption of wine among Hispanics, by language spoken at home, April 2013-June 2014

Figure 53: Consumption of wine among Hispanics, by household income, April 2013-June 2014

Change in wine consumption

More affluent Hispanics more likely to perceive an increase in consumption

Figure 54: Hispanics' change in consumption of wine over a year ago, by gender and age, August 2014

Types of domestic wine Hispanics drink

No particular preference of red versus white

Figure 55: Types of domestic wine Hispanics consume, by language spoken at home, April 2013-June 2014

Origin of imported wine Hispanics drink

Hispanics gravitate toward wines produced in Spanish-speaking countries

Figure 56: Types of imported wine Hispanics consume, by language spoken at home, April 2013-June 2014

Reasons why Hispanics drink wine

Social component important reason for Hispanics to consume beer

Figure 57: Reasons for drinking wine among Hispanics, by gender, August 2014

Acculturated Hispanics more likely to drink for more personal rewards

Figure 58: Reasons for drinking wine among Hispanics, by level of acculturation, August 2014

Where Hispanics consume wine

Hispanic wine drinkers like it enough to order it at restaurants

Figure 59: Where Hispanics consumed wine in the last 30 days, by household income, April 2013-June 2014

Where Hispanics purchase wine

Hispanics from different acculturation levels purchase wine at different types of stores

Figure 60: Where Hispanics purchase wine, by level of acculturation, August 2014

Important factors for Hispanics when purchasing wine

Familiarity with brand important for Hispanics when deciding which wine to purchase

Figure 61: Important factors for Hispanics when purchasing wine, by gender, August 2014

Unacculturated Hispanics play it safe when purchasing wines

Figure 62: Important factors for Hispanics when purchasing wine, by level of acculturation, August 2014

Buying Power of US Hispanics

Key points

Hispanics' purchasing power growth between 1990 and 2018 is projected to be 666%

Figure 63: Purchasing power, by race/Hispanic origin, 1990-2018

Figure 64: Purchasing power, by race/Hispanic origin, 1990-2018

Figure 65: Top 10 states ranked by share of Hispanic buying power, rank by Hispanic share of buying power by state, 2013

Figure 66: Top 10 states ranked by dollar amount of Hispanic buying power, 2013

US household income distribution

Figure 67: Median household income, by race and Hispanic origin of householder, 2012

Demographic Profile of US Hispanics

Key points

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Population trends

Figure 68: Population by race and Hispanic origin, 2009-19

Figure 69: Population, by race and Hispanic origin, 1970-2020

Figure 70: Asian, Black, and Hispanic populations, 1970-2020

Hispanic share of births

Figure 71: Distribution of births, by race and Hispanic origin of mother, 2002-12

The Hispanic and total US population by age

Figure 72: Hispanic share of the population, by age, 2009-19

The Hispanic and total US population by gender

Figure 73: Population, by gender and Hispanic origin, 2009-19

Figure 74: Age distribution of women, by Hispanic origin, 2014

Figure 75: Age distribution of men, by Hispanic origin, 2014

Characteristics

Marital status

Figure 76: Marital status of people aged 18 or older, by race and Hispanic origin, 2013

Figure 77: Marital status of Hispanics, by age, 2013

Figure 78: Gender ratio, by age and Hispanic origin, 2014

Household size

Figure 79: Average household size and average number of adults and children in households, by race and Hispanic origin, 2013

Children in the household

Figure 80: Households, by presence and ages of own children, 2013

Generations

Figure 81: Generations, by Hispanic origin, 2014

Figure 82: Distribution of generations by race and Hispanic origin, 2014

Hispanics by country of origin/heritage

Figure 83: Hispanic population, by country of origin/heritage

Mexicans (63% of US Hispanics)

Figure 84: Number of tortilla-related products launched per year in the US, 1996-2013

Puerto Ricans (9% of US Hispanics)

Cubans (4% of US Hispanics)

Dominicans (3% of US Hispanics)

Central Americans (8% of US Hispanics)

South Americans (5% of US Hispanics)

Figure 85: US Hispanic population, by country of origin/heritage, 2000-10

Figure 86: Largest* Hispanic groups, by region, by country of origin/ancestry, 2010

Hispanics by geographic concentration

Figure 87: Hispanic population, by region of residence, 2000-10

Figure 88: Hispanic or Latino population as a percentage of total population by county, 2010

States with the most Hispanic population growth

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Figure 89: States ranked by change in Hispanic population, 2000-10

Figure 90: Percentage change in Hispanic or Latino population by county, 2000-10

Key Hispanic metropolitan areas

Figure 91: Metropolitan areas with the largest number of Hispanic residents, by country of origin/ancestry, 2010

Hispanics online

Figure 92: Internet use among Hispanics aged 18+, 2013

Acculturation

What is acculturation?

Figure 93: Acculturation diagram

Figure 94: Variables that affect acculturation

Why is level of acculturation important?

Levels of acculturation

Figure 95: Characteristics of primary acculturation levels

What is retroacculturation?

Appendix – Other Useful Consumer Tables

Beer

Demographic profile of beer drinkers

Figure 96: Demographic profile of Hispanics who drink beer, April 2013-June 2014

Change in consumption

Figure 97: Hispanics' change in consumption of beer over a year ago, by language spoken at home, August 2014

Figure 98: Hispanics' change in consumption of beer over a year ago, by level of acculturation, August 2014

Reasons why Hispanics drink beer

Figure 99: Reasons for drinking beer among Hispanics, by household income, August 2014

Figure 100: Reasons for drinking beer among Hispanics, by language spoken at home, August 2014

Where Hispanics consume beer

Figure 101: Where Hispanics consumed beer in the last 30 days, by gender and age, April 2013-June 2014

Where Hispanics purchase beer

Figure 102: Where Hispanics purchase beer, by household income, August 2014

Figure 103: Where Hispanics purchase beer, by language spoken at home, August 2014

Beer brand loyalty among Hispanics

Figure 104: Beer brand loyalty among Hispanics, by household income, August 2014

Figure 105: Beer brand loyalty among Hispanics, by language spoken at home, August 2014

Figure 106: Beer brand loyalty among Hispanics, by level of acculturation, August 2014

Important factors for Hispanics when purchasing beer

Figure 107: Important factors for Hispanics when purchasing beer, by household income, August 2014

Figure 108: Important factors for Hispanics when purchasing beer, by language spoken at home, August 2014

Spirits/hard alcohol

Demographic profiles of spirits drinkers

Figure 109: Demographic profile of Hispanics who drink spirits, April 2013-June 2014

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Figure 110: Demographic profile of Hispanics who drink whisky, April 2013-June 2014

Past three months consumption

Figure 111: Hispanics' past three month consumption of spirits/hard alcohol, by language spoken at home, August 2014

Figure 112: Hispanics' past three month consumption of spirits/hard alcohol, by level of acculturation, August 2014

Change in spirits/hard alcohol consumption

Figure 113: Hispanics' change in consumption over a year ago – spirits/hard alcohol, by gender, August 2014

Reasons why Hispanics drink spirits/hard alcohol

Figure 114: Reasons for drinking spirits/hard alcohol among Hispanics, by gender, August 2014

Where Hispanics purchase spirits/hard alcohol

Figure 115: Where Hispanics purchase spirits/hard alcohol, by gender, August 2014

Where Hispanics purchase spirits/hard alcohol

Figure 116: Where Hispanics purchase spirits/hard alcohol, by gender, August 2014

Important factors for Hispanics when purchasing spirits/hard alcohol

Figure 117: Important factors for Hispanics when purchasing liquor/distilled spirits, by gender, August 2014

Wine

Demographic profile of wine drinkers

Figure 118: Demographic profile of Hispanics who drink wine, April 2013-June 2014

Change in wine consumption

Figure 119: Hispanics' change in consumption of wine over a year ago, by language spoken at home, August 2014

Figure 120: Hispanics' change in consumption of wine over a year ago, by level of acculturation, August 2014

Reasons why Hispanics drink wine

Figure 121: Reasons for drinking wine among Hispanics, by language spoken at home, August 2014

Where Hispanics purchase wine

Figure 122: Where Hispanics purchase wine, by gender and age, August 2014

Figure 123: Where Hispanics purchase wine, by language spoken at home, August 2014

Important factors for Hispanics when purchasing wine

Figure 124: Important factors for Hispanics when purchasing wine, by language spoken at home, August 2014

Appendix – Trade Associations

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