

## Hispanics and Alcoholic Beverages - US - December 2016

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"Hispanics' expenditures on alcoholic beverages have experienced significant growth over the past five years due to improving economic conditions. Despite this, Hispanics' share of expenditures on alcoholic beverages under index relative to Hispanics' share of the US population, in part because Hispanics gravitate toward consuming products they are familiar with such as beer and tequila."

**Juan Ruiz, Director of Hispanic Insights**

This report looks at the following areas:

- **Hispanics' consumption of alcoholic beverages is below average**
- **Not all alcoholic beverages are seen equally**
- **Fun trumps taste**

### Definition

This Report covers expenditures by Hispanic consumers on alcoholic beverages for off-premise and on-premise consumption as well as an overview of the Hispanic alcoholic beverages market, including consumption and perception of beer, spirits/liquor, and wine. The Report also includes analyses about what motivates Hispanics to consume alcoholic beverages as well as their attitudes toward drinking and where they buy and consume alcoholic beverages.

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