Hispanic Foods and Beverages in the U.S., 6th Edition

Description:
Over the past 50 years, the minority populations in the U.S. have increasingly integrated into the mainstream of American food culture. Hispanic foods in particular have been important points of contact and integration, especially for Hispanics who have in the last five decades contributed tortillas, tacos, burritos, and salsa to popularize Hispanic foods in the kitchen, at home, and in restaurants.

The author estimates that the Hispanic food market has become a part of American food culture for at least a third and perhaps as much as half of the total U.S. population. Hispanic foods are a familiar presence for about another third of the U.S. population. The remaining block of consumers, 20% to 30%, has either not shown an interest in stepping outside their comfort zone by trying Hispanic foods, or have outright rejected Hispanic food’s tastes and textures.

Marketers of Hispanic meals and beverages aim to remain competitive by providing loyal Hispanic foods consumers with new cultural taste experiences, leveraging Hispanic food culture's aura of authenticity that appeals to consumers. Hispanic foods marketers are seeking ways to integrate their products into other food trends, especially into the growing demand for “free from” foods. These marketing methods will be crucial to both longtime Hispanic foods consumers as well as newcomers to the market. Further, the Hispanic food market now offers more mainstream versions of its products to consumers still wary of the Hispanic food culture.

The new report, “Hispanic Foods and Beverages in the U.S., 6th Edition”, covers Hispanic food marketers’ efforts as well as consumer behavior. The report projects that sales in the Hispanic foods market in the U.S. will increase in size from close to $17.5 billion in 2015 to over $21 billion in 2020, a compound annual growth rate (CAGR) of 3.8%. Supporting this solid growth will be the ongoing increase of the Hispanic population in the U.S., both in numbers and as a share of the total population; the growing sophistication of the mainstream population in terms of their acceptance of and desire for Hispanic food culture; and the creative efforts of Hispanic foods marketers to fulfill consumer desire.

Scope and Methodology

"Hispanic Foods and Beverages in the U.S., 6th Edition" covers consumer likes and dislikes about the Hispanic food market and how marketers are moving to meet consumer behavior. Categories addressed in the report include tortillas, tortilla chips, salsa, taco kits, sauces and spices, non-alcoholic beverages, Hispanic coffees brands, and alcoholic beverages, among others.

Market estimates within this report were based on both public and syndicated data sources. The author has analyzed available sales and trend data, together with information pertaining to those products that move through unmonitored outlets, to estimate the total size of the market for the products in the categories under consideration.

Sales and market size data sources include:
- IRI sales tracking through U.S. supermarkets and grocery stores, drugstores, and mass merchandisers (including Target, Kmart, and Wal-Mart) with annual sales of $2 million or more.
- In addition, the report draws on data from the Spring 2016 Simmons NCS Adult Study 12-Month.
- National Consumer Survey, conducted in July-August 2016 with a sample size of 2,000 U.S. adults age 18+.

Information on new product introductions was derived from examination of the retail milieu and from relevant trade, business, and government sources, including company literature and annual reports. Company websites, Facebook, and Twitter pages served as sources for new advertising and marketing images and messaging.

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