This new report Hispanic Foods and Beverages in the U.S., 6th Edition, covers the efforts marketers are making as well as what currently appeals to consumers. The report projects that sales of Hispanic foods and beverage 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 American population, 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 new dining experiences; and the creative efforts of the marketers to fulfill consumer desire.

Scope and Methodology

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

Market estimates within this report were based on both public and syndicated data sources. The report analyzes 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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