

Hispanics and Food: Volume 2 - US - October 2003 (\$3995.00)

Numbering 38.8 million in 2002, Hispanics are now the largest minority group in the United States, growing 67.5% between 1990 and 2002, compared to only 8.1% growth among the rest of the population. If the Hispanic population keeps growing at this rate, by 2012, nearly one in five U.S. residents will be classified as Hispanic.

It is becoming increasingly vital for businesses to adapt to this changing American demographic and address the specific lifestyle trends of the Hispanic consumer. The latest series from Mintel Reports studies Hispanic attitudes and behavior across several industries, comparing the preferences and choices of Hispanic groups to each other and to the population as a whole.

Hispanics and Food

Hispanic preferences in food are sometimes different from those of other ethnic groups, with similarities in some foods but clear and distinct differences in others. Based on certain demographic variables, Mintel examines these differences and similarities, revealing patterns that can be considered when formulating marketing or product development strategy. One prevalent phenomenon is acculturation, which is the cultural modification observed in groups that have immigrated to the U.S. Acculturation can be found when comparing food preferences to the amount of time Hispanics have lived in the U.S. For example, recent immigrants are less likely to eat processed meats such as bacon, sausage and hot dogs than U.S.-born Hispanics.