

Mexican Food - US - May 2002 (\$2995.00)

This innovative report on the Mexican food marketplace within the U.S. will profile market size and segmentation, with an emphasis on consumer concerns, preferences and attitudes. Mexican foods have been characterized by the term "ethnic" cuisine, a definition that has led consumers to seek authentic ingredients for their home meals and dining out meal experiences. This profile will consider key players within the Mexican food marketplace, and key market drivers.

This exclusive consumer research commissioned by Mintel will show how the Mexican foods industry has grown in the last two decades, and will provide data on the future of the industry, both in regard to consumer purchasing for home meals and in regard to dining out.

Mintel's profile of the Mexican food marketplace within the U.S. will concentrate on:

- Consumer attitudes about Mexican foods.
- Consumer preferences about preparing Mexican foods at home verses dining out.
- Consumers attitudes, preferences, and pricing considerations in regards to purchasing prepared Mexican foods, canned Mexican foods, and fresh Mexican foods.
- The future of the Mexican foods marketplace in America.

Mintel's essential report on the Mexican food industry, will show how the influx of Hispanics living in the United States has influenced acceptance of Mexican food among Americans. Hispanics living in the U.S. accounted for 26.8 million persons in 1995, according to the U.S. Census Bureau, and is expected to escalate to 35.7 million by the year 2005, a 33.2% increase. This report contains US IRI InfoScan data.