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Marketing Modules Series
Marketing Module 2: Customer Analysis Example

The Hispanic Market in the United States

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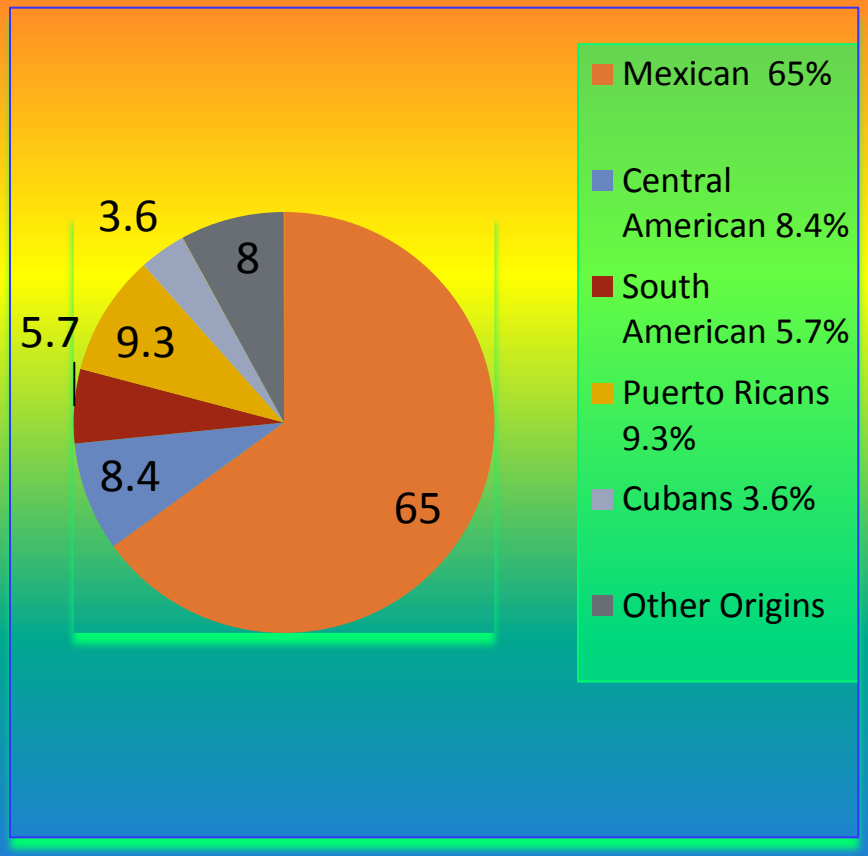
Complete Marketing Modules Series available at: http://hortmgt.gomez.dyson.cornell.edu/Marketing-Modules.html

Hispanics: The largest and fastest growing minority consumer segment in the U.S.

Over 20 countries of origin



- 50.5 M or 16.3% of total U.S. population in 2010

Forecast:

- 64 M or 19% of U.S. population by 2020
- 112 M or 28% of U.S. population by 2050

Source: U.S. Census Bureau: The Hispanic Population in the United States: 2011. and Projections of the Population by Sex, Race, and Hispanic Origin for the United States: 2015 to 2060

Characteristics of Hispanics

- Younger than the average U.S. population
- Live in multigenerational households
- Strong sense of family
- Pride in own food traditions
- Family relations reinforced through celebrations – food plays central role
- Key holidays and foods to celebrate them can vary significantly from one country of origin to another

Opportunities:
Compared to non-Hispanics they:

http://www.melissas.com/Products.aspx

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- Spend more in food: 15.3% of total expenditures vs. 12.5%
- Spend more in food at home: 61% of food budget vs. 58%
- Spend 33% more on fresh fruits and 19% more on vegetables

Source: U.S. Department of Labor, Bureau of Statistics, Consumer Expenditures in 2009 http://www.bls.gov/cex/home.htm

Opportunities: Shopping Behavior

- On average, Hispanics make 26 grocery trips/month: 3 times the shopping frequency of the average U.S. consumer
- Between 2005 and 2009, Hispanics were responsible for 30% of the $40 billion food industry sales growth

Source: Food Marketing Institute. *"U.S. Hispanics: Insights into Grocery Shopping, Preferences and Attitudes, 2002"*, FMI – Research Department - Washington D.C., 2002

Opportunities: Hispanics are Prime Targets for Fresh Ingredients and Spices

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Mexicans and Central Americans:

- Tomatillo, chiles (many varieties), jicama, cactus pear & cactus leaves, corn husks, squash blossoms, hibiscus

Source: Cuellar, Sandra. Ingredients for Life: How Culture, Tradition, and Food influence Buying Preferences. In *BLUEPRINTS – The Produce Professional's Quarterly Journal* – Supplemental Edition, October 2010, pp. 10-16

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Puerto Ricans & Caribbeans:

- Gandules, fava beans, saffron, green pepper, pepino melon, malanga, white and yellow sweet potatoes, sapote, chile (caribe yellow), boniato, chayote squash, baby bananas and tamarind pods

Source: Cuellar, Sandra. Ingredients for Life: How Culture, Tradition, and Food influence Buying Preferences. In *BLUEPRINTS – The Produce Professional's Quarterly Journal* – Supplemental Edition, October 2010, pp. 10-16

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Most Hispanics:

- Cilantro, avocado, plantain, yucca root, mango, bananas, coconut, papaya, pineapple, beans, squash, sweet peppers, corn, saffron

Source: Cuellar, Sandra. Ingredients for Life: How Culture, Tradition, and Food influence Buying Preferences. In *BLUEPRINTS – The Produce Professional's Quarterly Journal* – Supplemental Edition, October 2010, pp. 10-16

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