Marketing Modules Series
Marketing Module 2: Customer Analysis Example

The Hispanic Market in the United States

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

Over 20 countries of origin

- Mexican 65%
- Central American 8.4%
- South American 5.7%
- Puerto Ricans 9.3%
- Cubans 3.6%
- Other Origins

- 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

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:

- 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

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

Opportunities: Hispanics are Prime Targets for Fresh Ingredients and Spices

Mexicans and Central Americans:
• Tomatillo, chiles (many varieties), jicama, cactus pear & cactus leaves, corn husks, squash blossoms, hibiscus

Opportunities: Hispanics are Prime Targets for Fresh Ingredients and Spices

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

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Most Hispanics:

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