

Hispanic Consumer WELLNESS TRENDS

How segments stay well and meet their needs

The Hispanic demographic is reshaping the U.S. market with its rich cultural tapestry and unique purchasing behaviors. As this segment grows in influence and purchasing power, it brings forth distinct trends that CPG and wellness brands are using to better serve this consumer group and grow their business.

A Young, Urban, and Female-Dominated Segment

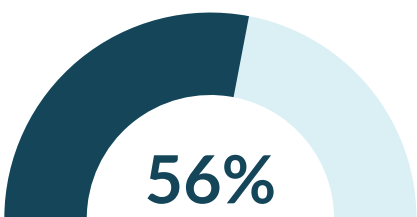
Brightfield Group’s Wellness Consumer Insights survey captures a young, urban, female-dominated segment. They are predominantly young, with 44% being Millennials and 25% belonging to Gen Z. A significant 41% reside in urban settings, compared to 28% of the general population. The group also skews female, with women representing 58% of Hispanic consumers in 2023.

This youthful demographic offers brands a dynamic consumer base with distinct preferences and behaviors.

69% are millennials or Gen Z

41% reside in cities

58% are women



of Hispanic consumers agree that “Convenient Foods Help Me Be Healthy”

Convenient Foods Help Me Be Healthy

A notable 56% of Hispanic consumers believe that convenient foods aid in maintaining a healthy lifestyle, a sentiment that is higher than the 47% agreement rate in the general population.

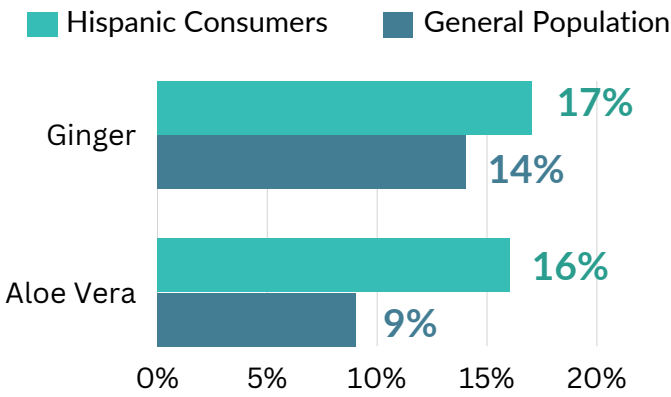
There’s a market for products that strike a balance between convenience and health. With the right insights, brands can cater to the needs of Hispanic consumers without compromising on nutritional value.

Ingredient Preferences: Ginger & Aloe Vera

Hispanic consumers have an affinity for ginger and aloe vera. While 17% of Hispanic consumers use ginger, compared to 14% of the general population, the gap is even more pronounced for aloe vera, with 16% of Hispanic consumers using it versus just 9% of the general population.

In general, Hispanic consumers are also more likely to say they look for “all natural” foods, even more so than “real food ingredients.”

Ingredient Usage



DIVE BRIEF

Target focuses on millennial Latinas with Jane the Virgin integration

Published Oct. 13, 2015

Target has been speaking to this group since 2015!

Shopping: Towards Mass Merchandising

Hispanic consumers exhibit distinct food shopping preferences. 57% of Hispanic consumers prefer shopping for food at mass merchandisers, outpacing the 47% who opt for traditional grocery stores like Kroger, Publix, and Albertson.

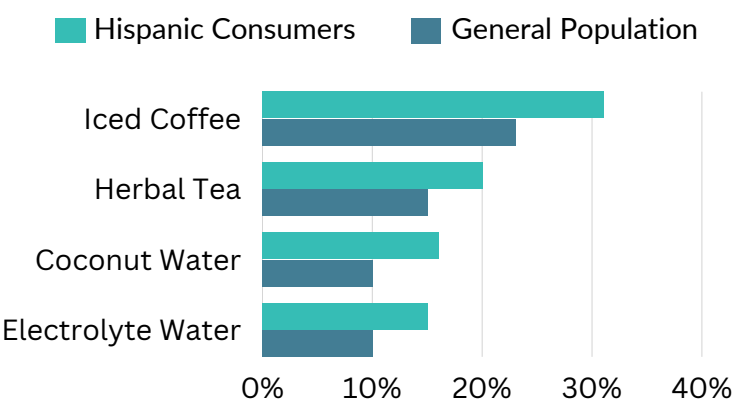
This trend aligns with the pronounced love for Target among Hispanic consumers, with 53% saying they love Target compared to 38% of the general population.

Popular Beverages

While Hispanic consumers under-index in snacks, meat & dairy, and vitamin shopping, they have distinct over-indexes for certain caffeinated beverages and waters. Iced coffee, green teas, and herbal teas all see elevated purchasing among Hispanic consumers.

When it comes to hydration, Hispanic consumers gravitate towards natural options: 16% opt for coconut water and 15% for electrolyte water, compared to 10% for both beverages among the general population. Brands should not ignore the unique tastes and preferences of Hispanic consumers in the beverage sector!

Beverage Purchasing



Insights in Action: Minute Maid Aguas Frescas

Mainstream beverage brands are recognizing the unique preferences and purchasing power of Hispanic consumers and are introducing tailored products.

Minute Maid's Agua Fresca line is a prime example, drawing inspiration from traditional Latin American beverages. Such innovations highlight the growing influence of Hispanic tastes in the broader consumer packaged goods landscape.

Brightfield Group’s AI-driven consumer insights and social listening help marketing and innovation teams see the person behind the trend.

Informed by predictive AI integrated with survey and social media data, Brightfield Group data has the answers innovators need to make brand and product decisions that grows their business.

It’s a level of depth you can’t find anywhere else.

