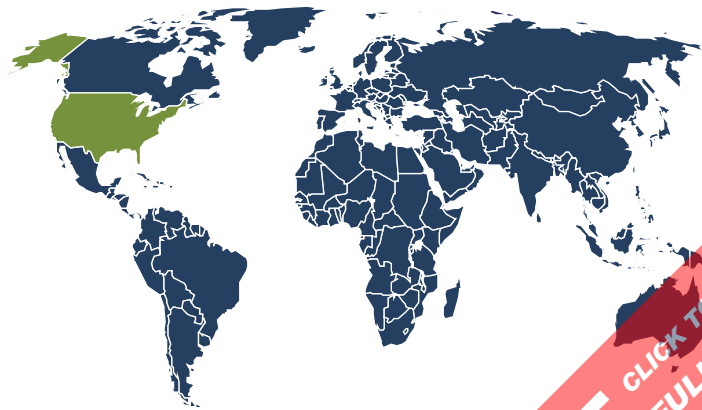


Freedonia Focus Reports
US Collection



Hispanic Foods & Beverages: United States

October 2016



Highlights

Market Overview

What are Hispanic Foods and Beverages?
The Market for Hispanic Foods and Beverages | Market Size and Growth
Market Trends | The Competitive Environment | Retailer Environment
Foodservice Environment | The Consumer

Companies Cited

Resources

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ABOUT THIS REPORT

Scope & Method

This report forecasts US Hispanic food and beverage sales in US dollars at the retail level for 2016-2020. To illustrate historical trends, both total retail sales and US Hispanic cheese retail sales are provided in annual series from 2011 to 2015. Furthermore, 2014 and 2015 US Hispanic food sales tracked by Information Resources (IRI) are segmented in 12 product categories in terms of value in US dollars, units, and weight in pounds. Lastly, US Hispanic beverage sales in 2015 are segmented in 5 categories.

Excluded from the scope of this report are foods described as Cajun or jerk-style. Though sometimes classified as Hispanic, these foods have French origins rather than Spanish. In addition, products from Caribbean countries with French or Dutch heritages rather than Spanish heritage are not included.

Packaged Facts primarily uses the term Hispanic in this report although it will on occasion substitute Latino. The terms are interchangeable. Many data sources, including Simmons and IRI, both of which are sourced in this report, use the term Mexican in some contexts and Hispanic in others.

This report quantifies trends in various measures of growth. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Other various topics, such as the market shares of five major suppliers of Hispanic food and beverage to the US market are provided for 2015. A full outline of report items by page is available in the [Table of Contents](#).

Sources

Hispanic Foods & Beverages: United States (FF10036) is based on [Hispanic Foods and Beverages in the US, 6th Edition](#), a comprehensive industry report published by Packaged Facts in October 2016.

Sales, market size, and consumer data sources consulted and used include:

- IRI sales tracking through US supermarkets and grocery stores,

- drugstores, and mass merchandisers (including Target, Kmart, and Walmart) with annual sales of \$2 million or more;
- Public information provided by producers, importers, and marketers of Hispanic foods and beverages and the associations representing them; mainstream food companies that offer foods influenced by Hispanic cuisines; grocery retailers; and foodservice operators;
- US Department of Agriculture reports.

Packaged Facts also draws on a proprietary Packaged Facts National Consumer Survey (NCS), conducted in July through August 2016 with a sample size of 2,000 US adults age 18+. The sample composition is representative of the national population by gender, age bracket, geographic region, race/ethnicity, household income bracket, and presence of children in the household.

In addition, the report draws on data from the Spring 2016 Simmons NCS Adult Study 12-Month and the 2016 Datassential MenuTrends report.

Specific sources and additional resources are listed in the [Resources](#) section of this publication for reference and to facilitate further research.

Industry Codes

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
311513	Cheese Manufacturing	2022	Natural, Processed, and Imitation Cheese
311830	Tortilla Manufacturing	2099	Food Preparations, NEC
312120	Breweries	2082	Malt Beverages
312130	Wineries	2084	Wines, Brandy, and Brandy Spirits
312140	Distilleries	2085	Distilled and Blended Liquors
424820	Wine and Distilled Alcoholic Beverage Merchant Wholesalers	5181	Beer and Ale
		5182	Wine and Distilled Alcoholic Beverages
445310	Beer, Wine, And Liquor Stores	5921	Liquor Stores

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RESOURCES

Packaged Facts

Hispanic Foods and Beverages in the US, October 2016

www.packagedfacts.com

[see report contents](#)

The Freedonia Group

www.freedoniagroup.com

Related Industry Studies

3406 World Wine Packaging: Containers, Closures, & Accessories, July 2016

[see study contents](#)

3397 World Flavors & Fragrances, March 2016

[see study contents](#)

3367 Food Containers: Rigid & Flexible, February 2016

[see study contents](#)

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Cheese: United States

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Dairy Products: United States

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Distilled Spirits: United States

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Food Processing Machinery: United States

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Processed Food: United States

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Snack Foods: United States

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Freedonia Custom Research

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Trade Publications

Dairy Foods

www.dairyfoods.com

Dairy Reporter

www.dairyreporter.com

Food Business Review

www.food-business-review.com

Food Technology

www.ift.org/foodtechnology

Supermarket News

www.supermarketnews.com

Agencies & Associations

American Cheese Society

www.cheesesociety.org

American Dairy Products Institute

www.adpi.org

Datassential MenuTrends

www.menutrends.com

Distilled Spirits Council of the United States

www.discus.org

Information Resources

www.iriworldwide.com

Simmons National Consumer Survey

www.simmonssurvey.com

United States Census Bureau

www.census.gov

United States Department of Agriculture

www.usda.gov

United States Department of Health & Human Services

www.hhs.gov

Administration for Children & Families

www.acf.hhs.gov

United States International Trade Commission

www.usitc.gov

Wine & Spirits Wholesalers of America

www.wswa.org

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