

Part 1: Shopper Insights for a Growing Demographic

What Retailers Need to Know About Today's Hispanic Consumers



According to the most recent census data, **Hispanics make up 18% of the U.S. population and are projected to reach 30% by 2050.** Although Hispanics generally speak the same language, their countries of origin range from Spain to Ecuador, making the U.S. Hispanic population exceptionally diverse. It's important to know your Hispanic shoppers and what's important to them, or you'll miss the mark on this fast-growing demographic.

To better understand their shopping habits and preferences, Robinson Fresh® conducted a survey of U.S. Hispanic shoppers.

Behaviors and motivating factors of Hispanic shoppers



67% prefer traditional grocers for produce

Although Hispanic shoppers age 35 and younger trend toward Hispanic grocers, **two-thirds of all Hispanic shoppers shop at traditional grocers and overwhelmingly prefer shopping for produce at these retailers.** This is especially true for shoppers over age 45.

93% frequently shop more than one location

Only 7% of shoppers shop for groceries at one location. Half of the time, they report shopping at two or more locations often. They regularly compare one retailer to another.

26% often shop together

More than one-fourth of shoppers said they often shop with others—typically with spouses and kids, but also with other family members and friends.

MORE INSIDE

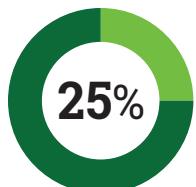
What's important to Hispanic shoppers?

What are Hispanic shoppers looking for on special occasions?

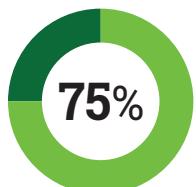
Four opportunities to increase sales.



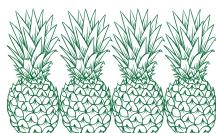
What's important to Hispanic shoppers?



OF HISPANIC SHOPPERS SAY THEY CHOOSE THEIR GROCERY RETAILER BASED ON **HISPANIC FOOD OFFERINGS**



OF HISPANIC SHOPPERS SAY **FRESH PRODUCE** IS THE MOST IMPORTANT CATEGORY



#1
QUALITY



WHAT ATTRIBUTES ARE HISPANIC SHOPPERS LOOKING FOR IN FRESH PRODUCE?



APPEARANCE especially for fruit

Nearly two-thirds of Hispanic shoppers said a product's appearance was more important than price.



Our survey showed that purchases of fruit commodities, which are typically "nice to haves," were driven by appearance. Purchases of vegetables, often seen as meal staples and "need to haves," tended to be led by price.

Word-of-mouth referrals

58% of Hispanic shoppers have gone out of their way to refer a specific grocer to friends or family when they find a great selection of Hispanic items.



Better selection or price is worth the extra mile

Our survey respondents said they'd be willing to travel further for a better selection or price on Hispanic products.

What are Hispanic shoppers looking for on a regular basis?

56% of shoppers often shop for items that they say are **DISTINCTLY HISPANIC**. Overwhelmingly, these include:

Hot Peppers



Avocados



Peppers



Cilantro



Plantains



Tomatillos



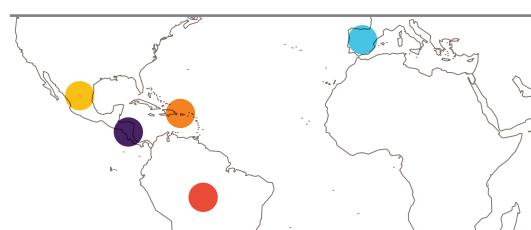
Tortillas



Mangos



The importance of certain items depends on the particular Hispanic demographic you're catering to.



Caribbean: Plantains, Cilantro, Malanga, Avocados, Yuca, Mangos

Central America: Corn Tortillas, Plantains, Avocados, Mangos, Tomatillos, Papaya, Hot Peppers, Limes

Mexico: Hot Peppers, Cilantro, Tomatillos, Avocados, Limes, Tortillas, Bell Peppers

South America: Plantains, Mangos, Avocados, Hot Peppers, Papaya, Yuca

Spain: Hot Peppers, Bell Peppers (least likely to say they're looking for uniquely "Hispanic" items)



What are Hispanic shoppers looking for on special occasions?

About half of shoppers buy certain items only for special occasions. While these items should be merchandised year-round on smaller sets, they are "must haves" during holiday periods—and should be displayed in visible, high traffic locations.

- **CORN HUSKS***
- **BANANA LEAVES***
- **PAN DULCE** (sweet breads)
- **TRES LECHE CAKE**
- **FLAN**
- **MASA** (corn flour)
- **PORK SHOULDER**

*Most mentioned by survey respondents, but are incredibly regionally dependent.

October 31 to November 2	December 25	December 15 to January 6
DÍA DE LOS MUERTOS Pan de muerto (a type of sweet bread)	CHRISTMAS Pan dulce (sweet breads) Tres leches cake	TAMAL SEASON Tamales

HOLIDAY MERCHANDISING OPPORTUNITIES

Don't miss out on TAMAL SEASON!

Many Hispanics recognize December 15 through January 6 (Dia de Reyes, or Three Kings Day) as Tamal (or Tamale) Season—a time to eat tamales! Although different origins follow different recipes, tamales usually consist of a masa-based dough and meat filling wrapped in a corn husk or banana leaf and steamed.



Which Hispanic items are hard to find?

30% of Hispanic shoppers have a hard time finding the fresh produce items they want at their grocer. Surprisingly, the hard-to-find items our survey respondents mentioned aren't rare. The likely explanation? Under-merchandised tropical commodities.

Mangos



Papaya



Dragon Fruit



Jicama



Guava



Plantain



In many U.S. grocery stores, **tropicals tend to be at the back of the store and in small quantities**, which is counter to Hispanic shopper preferences.

For avocados and mangos, go green!

Hispanic shoppers with Caribbean origins want green avocados, which are larger and have smoother skin than the Hass variety typically stocked in U.S. retail stores.

Hispanic shoppers commonly mentioned that green (and yellow) mango varieties were "hard to find." The mango varieties typically carried in U.S. retail are those with a red blush.





Four opportunities to increase sales

1 Know your Hispanic shopper

Understanding what motivates Hispanic shoppers—and what's important to them—is critical to capturing market share within this highly diverse, fast-growing demographic.



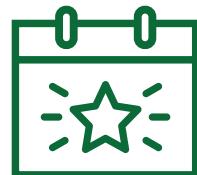
2 Focus on quality and merchandising

Display items routinely purchased by Hispanic shoppers in a high traffic area, and don't skimp on quality. Not all items need to be priced low, but some do. Know which ones matter to YOUR Hispanic shoppers.



3 Don't miss out on special occasion items

Find out which holidays your Hispanic shoppers celebrate. Be sure to stock and prominently display must-have items during these holiday periods.



4 Differentiate with "hard to find" items

Hispanic shoppers go out of their way to refer others to retailers with a good selection of Hispanic items.



Set your brand apart—and beat your competition—by focusing on a few "hard to find" SKUs.

About Robinson Fresh

Robinson Fresh is the fresh produce sourcing and supply chain services division of C.H. Robinson, the world's largest logistics platform. As one of the largest fresh produce distributors in the world, Robinson Fresh helps grow and manage customers' complex fresh produce businesses through its global suite of products and services. For more information about Robinson Fresh, visit www.robinsonfresh.com.

About the Survey

In July 2019, Robinson Fresh conducted a primary research survey of U.S. shoppers who classified themselves as Hispanic or Latino. The survey followed a U.S. Census breakdown of Hispanics by age, household income, and state. It included 1,700 respondents, representing 23 countries of origin. Each respondent indicated they were responsible (at least in part) for grocery shopping for their household. This is one survey of several conducted by Robinson Fresh, which is the information advantage they bring to drive smarter solutions for businesses through experience, data, and scale.

Let's talk fresh

To discuss Robinson Fresh's capabilities, please reach out to **855-350-0014**
For more information, visit robinsonfresh.com or blog.robinsonfresh.com

