

## Hispanic Parents More Likely to Reward Kids with Snacks, Finds Mintel

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Study highlights snacking differences between Hispanics, general population

Dipped, topped or eaten plain, America loves snacks. But new research from Mintel shows that not all Americans snack the same. Hispanics, the fastest growing population in the US, differ significantly in their snacking habits.

Mintel's exclusive consumer survey reveals that Hispanic adults are twice as likely as non-Hispanics to reward their children's good behavior with salty snacks (41% versus 19%).

But salty snack consumption among Hispanic adults is low, possibly due to traditional food preferences. Of five snacks-potato chips, pretzels, popcorn, nuts and corn/tortilla chips/cheese snacks-only 65% of Hispanics report eating three or more regularly (versus 80% of the general population).

Other key Mintel findings:

Hispanics emphasize mealtime, with snacks often perceived as appetite-spoilers. Mintel found Hispanics more interested in packages with 'small portions' than the general population

Frozen snack usage is extremely low among less acculturated Hispanics, but more acculturated Hispanics eat them at the same rate as other Americans

Hispanic children show higher preference for healthy snacks like yogurt, cheese, raw veggies and nuts than non-Hispanic children

'Manufacturers need to understand that Hispanic's eating habits are not the same as the general population's,' explains Leylha Ahuile, multicultural expert at Mintel. 'Even among Hispanics, we see huge variety in snacking, eating and drinking tendencies.'

Ahuile emphasizes the importance of not viewing Hispanics as one homogenous group. 'Understanding acculturation and how Hispanics differ from one another is key for companies hoping to tap into this rapidly growing market.'

### **Mintel Launches Multicultural Oxygen Reports**

Mintel's new Multicultural America series helps marketers understand how Hispanic, Black and Asian Americans shop, eat, act, believe and live. The reports cover behaviors, attitudes and lifestyles specific to these demographics, lending insight and analysis to trends and future opportunities. For more information, visit [oxygen.mintel.com](http://oxygen.mintel.com).

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