

HISPANIC CONSUMERS & NON-ALCOHOLIC BEVERAGES – US – 2024

The vibrant and growing Hispanic audience plays a critical and growing role in driving revenue across many categories of drinks, especially CSDs and coffee.



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Hispanic Consumers & Non-alcoholic Beverages – US – 2024

This report looks at the following areas:

- Demographic and economic trends impacting Hispanic consumers
- Non-alcoholic drinks market size and forecasted growth for select category segments
- Hispanic consumption of different segments of non-alcoholic drinks
- Drivers and key occasions for consuming non-alcoholic drinks
- Attitudes and preferences regarding non-alcoholic drinks
- Strategies beverage brands can use to drive consumption and loyalty from Hispanic audiences



The vibrant and growing Hispanic audience plays a critical and growing role in driving revenue across many categories of drinks, especially CSDs and coffee.

Overview

Non-alcoholic beverages are a part of every consumer's diet and day – and the important audience of Hispanic consumers is no exception. 80% drank any coffee/coffee drinks over the past three months, and more than 70% drank CSDs, bottled water and juice/juice drinks. With revenue slowing for some segments of this important \$182.2 bn category, winning brand loyalty and driving increased consumption from Hispanic consumers will be key to growth.

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Providing solutions to common lifestyle problems like stress, fatigue and nutrition play important roles, as well as positioning drinks as a fun and tasty treat. Expanding the occasions when Hispanic consumers might reach for a specific beverage will also be essential.

This Report analyzes Hispanic consumers' consumption behavior, drivers of choice and attitudes regarding non-alcoholic drinks. It identifies opportunities to connect with these consumers and also drives consumption. A deeper look into consumption frequency, drivers and occasions for coffee/coffee drinks, CSDs, juice/juice drinks and sports/energy/performance drinks is included.

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Report Content



EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Market size & forecast
- Outlook for Hispanics and non-alcoholic beverages
- Opportunities

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THE MARKET

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Consumer fast facts, cont.

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COMPETITIVE STRATEGIES

Launch activity and innovation

- Choosing between fun and BFY
- Emphasize origin when it comes to coffee

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- Leverage traditional flavors

Marketing and advertising

- Depict consumption throughout the day
- Encourage families to enjoy drinks together
- Position energy drinks as fueling everyday life
- Zoa energy drink

Opportunities

- Expand occasions to drive consumption
- Opportunity to supplant coffee among the young?
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APPENDIX

- Market definition
- Consumer Research Methodology
- Generations
- Abbreviations and terms
- Retail sales and forecast, by select segment – inflation-adjusted

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