

In Growing Hispanic Market, Biggest Dairy Opportunity Is With Newer Immigrants

Dallas, TX—The greatest opportunity to increase dairy consumption in the Hispanic market lies with the less acculturated or newer immigrants, according to a new Innovation Center for US Dairy white paper.

The paper was the focus of a session at the International Dairy Show here this week.

There are currently an estimated 47 million Hispanics in the US, representing 15 percent of the total population, with an estimated spending power upwards of \$951 billion, the white paper noted. The Hispanic population is expected to continue to grow, outpacing total population by about three to one.

However, Hispanics are a highly diverse group with different beliefs, customs, experiences and behaviors, and they move through the acculturation process differently. Mexican-Americans comprise about two-thirds of all US Hispanics, with the remainder representing Central

America, Puerto Rico, South America, Cuba, the Dominican Republic and other countries or regions.

Acculturation level is a significant driver of consumption behaviors, which is evident when looking at dairy, the paper said. As consumers take on new habits, the most acculturated Hispanics mirror the general population in relevant shopping, consumption, media usage, etc.

Definitions of Hispanic acculturation vary slightly from research group to research group. For this white paper, acculturation levels are broadly categorized as follows:

- Foreign-born, less acculturated immigrants. Hispanics in this group tend to have large families and lower incomes.

- Foreign-born, more acculturated immigrants. Individuals in this group tend to share many traits with less acculturated immigrants, but as

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