



## **Hispanic Dairy Consumption Drops with Greater Integration**

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The Innovation Center, managed by Dairy Management Inc., has issued a white paper warning of a drop in Hispanic consumption of dairy products as consumers become more integrated into U.S. society. Hispanics who are more integrated consume 50 percent less dairy than their less acculturated counterparts. As the Hispanic population changes, fluid milk consumption could drop by 700 million pounds by 2030.

Common features between the two sides of the community include a strong preference for yogurt products and high brand loyalty. Preference for cheese varieties is considerably different with less acculturated Hispanics preferring traditional cheeses such as Queso Blanco and Queso Fresco, and more integrated Hispanics preferring America, Cheddar, Mozzarella and Monterey Jack.

The white paper lays out very specific strategies by habit and product type.

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