

# Hispanic American Health & Dietary Customs

Spanish-speaking nationalities remain a growing and untapped market in the United States. To reach and support this consumer group, it's important to understand their unique health needs, dietary customs, and food attitudes.



## Unique Health Needs<sup>1-3</sup>

Hispanic Americans battle diet-related conditions. Compared to white Americans, they're disproportionately affected by diabetes, obesity, liver disease, and poorly controlled high blood pressure. Hispanic Americans are nearly 3 times as likely to be uninsured as well.

- 25% children have obesity
- 80% adults are affected by overweight or obesity
- 50% risk developing type 2 diabetes
- Top 2 causes of death are cancer and heart disease



## Dietary Customs<sup>4-6</sup>

Core components of Hispanic diets are legumes (beans, lentils), grains (maize, wheat, rice), and meat. Whole milk, especially with coffee, is a staple beverage in many households. While home-cooked meals remain an important custom, convenience is becoming more valued.

- 66% more whole fat milk consumed than other race/ethnicities
- 76% value sharing a family meal at home
- 63% lack time to prepare traditional Hispanic meal



## Food Attitudes<sup>5,7</sup>

Natural, fresh, and culturally-authentic foods appeal most to Hispanic Americans. Plant-based options and brands that support social causes are trending in popularity.

- >50% purchase organic/natural foods
- 49% buy culturally-authentic brands
- 46% more likely to incorporate plant-based foods



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## Healthy Opportunities

### Encourage & Reinforce

- Family cooking and sit-down meals
- Nutritious staples (beans, lean meats, vegetables, fruit, low-fat dairy)
- Nutritious convenient options (frozen, canned, prepared meals, pre-cut produce)
- Lower-sodium and unsweetened selections
- Plant-based alternatives
- Mindful portion sizes
- Cultural connection to food



## References

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3. CDC. Hispanic/Latino Americans and Type 2 Diabetes, 2021.
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5. Packaged Facts. Hispanic influence growing in the dairy and dairy alternative beverages market, 2015.
6. Culinary Visions Panel. Consumer survey explores Mexican dining preferences, attitudes, 2017.
7. Acosta. Multicultural The Why? Behind The Buy, 2019.
8. Nielsen IQ. Plant-based food options are sprouting growth for retailers. 2018.

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Good food, Good life