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THE
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MULTICULTURAL
SCIENCE

For Immediate Release

New Study Finds Hispanics Spend \$22 Billion In the Independent Retail Grocery Channel

Los Angeles, CA

The National Grocers Association and the Center for Multicultural Science recently conducted the first study to estimate the economic impact of the Hispanic population in the independent retail grocery channel.¹

The study found that Hispanics spend an estimated **\$22 billion** in the grocery retail channel, and that Hispanics are responsible for more than **70%** of total independent grocery sales in key Hispanic concentrated areas.

Additional findings include:

- **82%** of the total annual Hispanic sales in the Top 4 Hispanic cities—Los Angeles, Dallas, Houston and New York—were generated in high-

¹ This study used the National Grocers Association's definition of Independent Grocer: It includes all privately owned or controlled grocery stores with annual sales between \$2 million and \$5 billion.

density Hispanic neighborhoods (where 35%+ of the population density was Hispanic).

- With more than **36 million** Hispanics, these seven states (CA, TX, NY, AZ, FL, IL and NJ) generated an estimated **\$16.7 billion**, accounting for approximately **73%** of the total national annual Hispanic sales.

This study was significant for a couple of reasons:

- The syndicated purchasing data for the Hispanic consumer is often incomplete or inaccurate, which poses a major challenge for corporations to measure the true economic contribution of the U.S. Hispanic shopper.
- This data gap is driven partly by the fact that most U.S. Hispanic syndicated retail data undercounts an estimated 20 to 60 percent of purchases made by Hispanic consumers, depending on the category.

Project Director and In-Culture Marketing pioneer, Isabel Valdés explains, "The study used an In-Culture™ methodology, which not only helped us size the multicultural sales opportunity in the independent retail grocery channel, but uncover key shopper insights and purchasing patterns to understand where growth was coming from."

The study also provides insights that show how retailers and suppliers can leverage the full economic potential of the Hispanic population for growth.

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Many retailers understand that the Hispanic population is 53 million strong and has grown 43% from 2000-2010, but few know exactly what to do to capitalize on the growth opportunities with the Hispanic consumer.

"Our study puts light on an opportunity that will drive growth for suppliers and retailers," adds Marie Quintana, President of Tu Familia and former SVP of Multicultural Sales at PepsiCo. "No one can ignore that growth will come from the multicultural population, now and in the future."

About the Center for Multicultural Science

As a 501c(3) non-profit organization, the Center for Multicultural Science is the first think tank in the United States dedicated to bridge the gap between leading corporations and academic researchers in multicultural marketing.

The mission of the Center for Multicultural Science is to provide world-class thought leadership in multicultural marketing with the goals of leading and renewing industry thinking and practice. The Center for Multicultural Science conducts, supports and disseminates research on multicultural marketing to its constituents.

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