



**HONORING TRADITION.
CELEBRATING
DISCOVERY.**



**HISPANIC PRODUCT OPPORTUNITIES
FOR IN-STORE BAKERIES.**

Hispanics are at the forefront of the evolving American demographic, representing nearly a fifth of the U.S. population and wielding an estimated \$3.2 trillion in buying power¹ that continues to grow. As the primary drivers of U.S. population growth since 2010, Hispanics, the majority of which are U.S.-born, are showcasing significant cultural and economic influence.



CATERING TO A BICULTURAL LIFESTYLE.

One way they're showcasing influence is by their dedication to dessert – Hispanic households love to celebrate, as well as enjoy everyday occasions, with fresh bakery desserts. From decorated cakes and ice cream cakes to cheesecakes and elevated desserts, Hispanic families purchase more than their fair share of celebratory centerpieces from in-store bakeries – **totaling 20% of all ISB purchases.**² Staying in tune with the needs of Hispanic shoppers is vital to maximizing growth opportunities.

The dynamic of the Hispanic American consumer is deeply bicultural and spans across generations, seamlessly navigating between their heritage and American culture. This fluid identity is especially pronounced in food consumption behaviors, where a majority of Hispanics say their cultural heritage influences their purchasing decisions.

63.7 MILLION
HISPANICS LIVING IN THE U.S.¹

5 LARGEST
HISPANIC POPULATIONS IN THE U.S.

BY ORIGIN: MEXICANS (37.2 M), PUERTO RICANS (5.8), SALVADORANS (2.5), DOMINICANS (2.4) AND CUBANS (2.4)¹

5TH LARGEST GDP

IF U.S. HISPANICS WERE A COUNTRY, THEIR GDP WOULD BE LARGER THAN INDIA, FRANCE, AND THE UK³

58% U.S. HISPANICS

WHO STRONGLY AGREE THAT THEIR CULTURAL HERITAGE INFLUENCES PURCHASE DECISIONS³

¹ Pew Census Reporter, 2023

² 85.41 Stratum Data 'Bakery Products Purchased All HHs vs Hispanic,' Latest 52 weeks ending 3-30-2024

³ Kantar Monitor Data 2023

THE POWER OF HISPANIC DOLLARS IN IN-STORE BAKERY.

ISBs embracing authentic bakery items that resonate with Hispanic values and traditions isn't just good practice — it's good business. Hispanic bakery products have seen continuous sales growth across the U.S.— with sales to Hispanic consumers over-indexing on several bakery items and under-indexing on none.²

BECAUSE FOOD CONNECTS US ALL.

Hispanic flavors invite everyone to the table, appealing to non-Hispanic consumers as well. In fact, Caucasians and Hispanics make up roughly equal households purchasing Tres Leches Cakes, and that number skews more toward Caucasians when looking at smaller-sized cakes.³ Portion size is one of the most important factors in dessert selection for U.S. consumers – in fact, portable, individual desserts saw the greatest sales increases on menus in the past year.⁴ It gives them the chance to try new products and flavors without committing to the larger size portion.

\$114 MILLION

2023 VALUE OF HISPANIC BAKERY ITEMS
IN AMERICAN ISBs⁵

49% U.S. HISPANICS

SAY THAT WHEN DECIDING WHERE TO SHOP FOR GROCERIES,
A VARIETY OF PRODUCTS IMPORTANT TO THEIR CULTURAL HERITAGE
MATTERS — 15% HIGHER THAN THE REST OF THE POPULATION⁶

MORE THAN HALF

OF CAUCASIAN TRES LECHES PURCHASES
WERE REPEAT PURCHASES⁷



⁴ Datassential Desserts Keynote, 2023
⁵ NIQ Latest 52 Weeks Ending 6/17/23

⁶ Datassentials World Bites Global Desserts 2023
⁷ Mintel Hispanic Consumer Snacking Trends - 2023

⁸ Nation's Restaurant News, 2022

WIN BIG WITH THE RIGHT PRODUCT MIX.

Keeping your ISB well stocked with options for snacking and everyday celebrations, as well as specialty items during traditional holidays, will attract Hispanic customers and enrich your product range for all patrons.

TRES LECHES STYLE COMPONENTS

Create sumptuous flavor and texture with time- and labor-saving tres leches style soaks, presoaked cakes and sponge cakes.

FULLY FINISHED TRES LECHES STYLE DESSERTS

Deliver multisensory, culturally authentic experiences with thaw-and-serve full-size and individual-size Tres Leches style cakes or retail ready dessert cups.

BAKERY ITEMS

Offer everyday staples and treats in Hispanic households, including traditional bolillo, telera rolls and churros.

SEASONAL DESSERTS

Be ready when the holidays arrive by offering Rosca de Reyes on January 6th.



47%
U.S. CONSUMERS INTERESTED IN GLOBAL DESSERTS⁶

+81%
RISE IN CHURROS AS A BREAKFAST ITEM SINCE 2018, SECOND ONLY TO AVOCADO TOAST⁸



HAVING FOODS OR DRINKS FROM THEIR CULTURE IS THE TOP WAY HISPANICS SAY THEY ACKNOWLEDGE HISPANIC HERITAGE MONTH⁹

⁹ Collage Group, Holidays & Occasions Survey, Fielded March 2023

MORE THAN JUST A MONTH: SUPPORTING HISPANIC HERITAGE YEAR-ROUND

JANUARY Three Kings Day / Día de Los Reyes Carnival / Carnaval	FEB. - MAR. Carnival /Carnaval	APRIL Holy Week / Semana Santa	MAY Mother's Day / Día de las Madres
AUGUST Feast of the Assumption / Fiesta de la Asunción	SEPT. - OCT. Hispanic Heritage Month	NOVEMBER Day of the Dead / Día de los Muertos All Saints' Day / Día de Todos los Santos	DECEMBER Feast Day of Our Lady of Guadalupe / Día de la Virgen de Guadalupe Christmas Eve / Nochebuena Christmas Day / Navidad

WHERE TRADITION MEETS INNOVATION.

Rich's portfolio of Hispanic desserts and baked goods translates culture to cuisine. Delicious no matter where your taste buds come from, our solutions offer scratch-made authenticity, born from Hispanic traditions and infused with satisfaction that unites. We're here to help ISBs capture the critical opportunities Hispanic shoppers represent while easing your time and labor challenges with fully finished and speed-scratch solutions. Discover culture you can taste at richsusa.com/hispanic.