



NIQ Snapshot

Hispanic Shopping Dynamics in the Grocery Department



Since Q1 2021, the Grocery Department has grown its Sales from Hispanic Consumers by nearly 30%.

\$46.1B

Hispanic Consumer dollars move through the grocery department annually

+5.7% vs YA

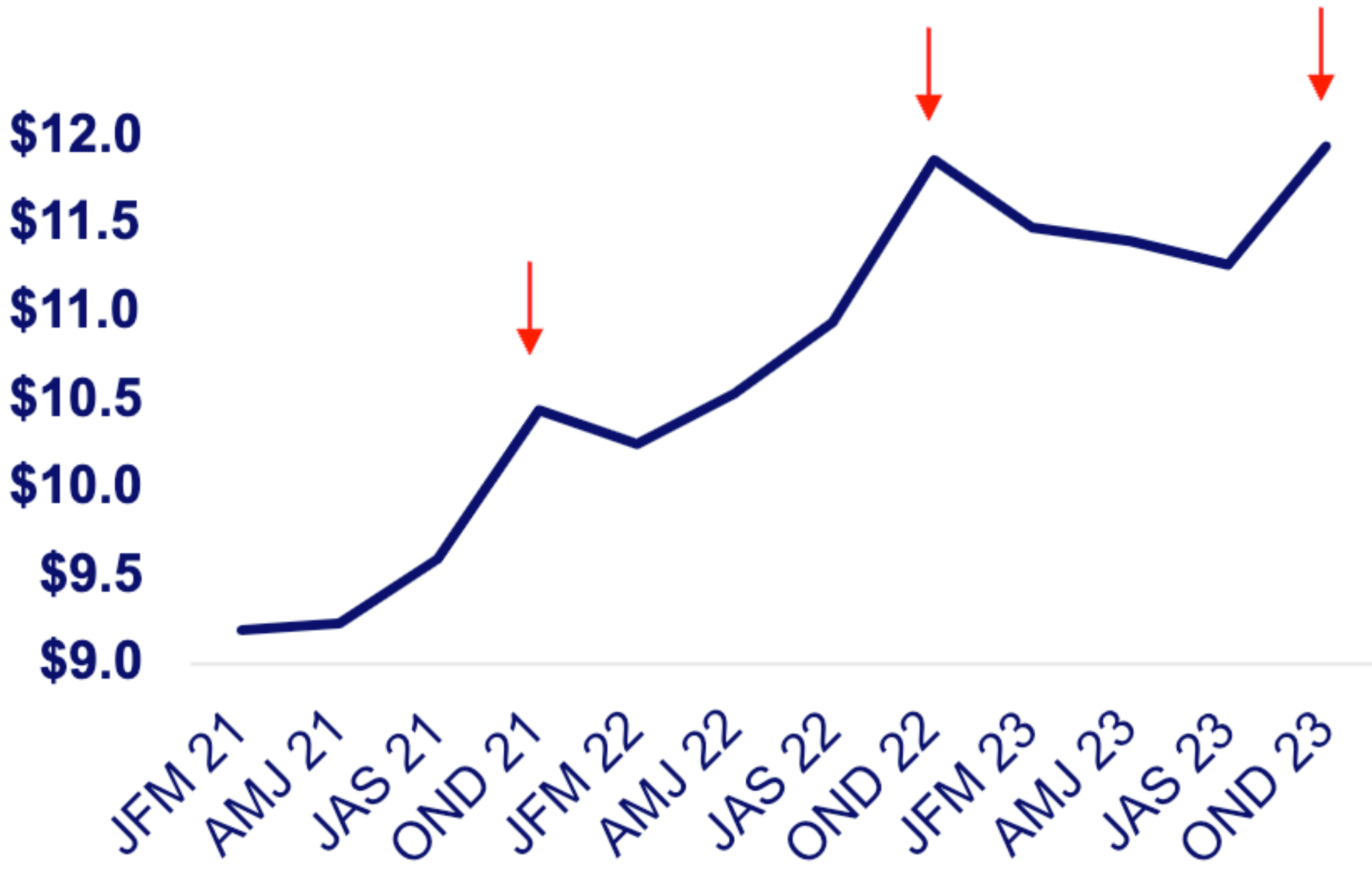
= Growth in Hispanic dollars across Dry Grocery

This growth is

3.3x

the rate of all other departments combined

Hispanic Grocery Sales (\$B) Seasonality Spikes



Source: NielsenIQ Discover, Total Store inc Fresh 444 (Synd), Target Track HSP, 52 W/E 12/31/23

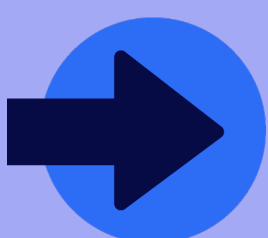
NIQ's proprietary Target Track methodology uses a combination of geographic, demographic, and POS information to estimate the percentage of xAOC sales coming from Hispanic vs Non-Hispanic households

Top HSP Over Indexing Categories

Water	131	Cheese Snacks	183
Soft Shell Tortilla	200	Mayonnaise	122
Fruit Drink	121	Ramen	141
Cooking Oil	127	Corn Chips	133
Rice	139	Flour and Meal	124

Index: (HSP Category Share of Grocery / NHSP Category Share of Grocery) *100

Key Takeaways



Hispanic Consumer's sales within the Grocery department are outpacing Rem Store's growth 3:1. Know which categories are growing within the Grocery Department for the Hispanic consumer and how the impact can potentially drive more volume for your product.



Grocery Sales from Hispanic Consumers see seasonal spikes in Q4 YoY due to a number of Hispanic holidays. Understand which categories are driving these spikes and which weeks Hispanic Consumers increase traffic to the store during these spikes to maximize ROI during Q4.

Reach out to your NIQ representative to learn how you can use Target Track to measure whether your brand over-indexes with Hispanic Consumers!