

# CONSUMER INSIGHTS

## MEXICAN FLAVOR TRENDS:

- Mexican is the #1 international cuisine.†
- Gen Z & Millennials #1 favorite food is Mexican.†
- Hispanic population is expected to grow +20% by 2030.††

## HOT CASE:

- 24% of consumers choose their convenience store based on hot and ready meal options.\*
- DON MIGUEL® is the #1 Taco/Mini Taco in the convenience channel.\*\*
- DON MIGUEL® Taquito unit velocity is +3pts higher than the #1 taquito.\*\*

## CONDIMENTS BAR:

- The Top 4 sauces and condiments that global consumers prefer are Mexican.†
- HERDEZ® is the #1 salsa in Mexico and the #1 authentic brand in the U.S.\*\*
- Millennials and Gen Z are the #1 and #2 generations that seek out ways to add variety to foods via dips/spreads.††

## SHELF STABLE:

- Mexican has the fastest dollar velocity of all ethnic cuisine in convenience stores, moving on average \$18 per store per week.\*\*
- 68% of consumers are looking for basic staples, when shopping at convenience stores.†
- The HERDEZ® Brand has reached \$120MM in salsa sales in the U.S.\*\*

## REFRIGERATOR CASE:

- 79% of consumers are looking for protein packed snacking options to tide them over during the day.\*
- 62% of consumers are looking for items that provide wholesome fuel. Avocado based products align, due to the health halo with its healthy fats.\*
- DON MIGUEL® is the #1 burrito in the convenience channel & WHOLLY® GUACAMOLE is #1 in retail.\*\*



Sources: \*2024 Hormel/MegaMex Foods Proprietary Research | †IRI 2024 | †2023 Mintel & NPD  
††2023 Mintel "Dips and Savory Spreads" | †††2020 Census