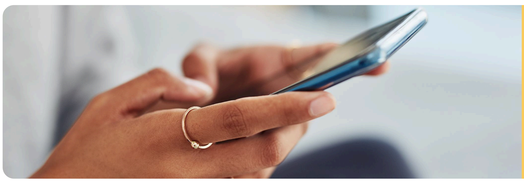
HISPANIC ONLINE SHOPPER SPOTLIGHT

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> My favorite Hispanic food brands are easy to find at my go-to online grocery store, but other websites don't have a huge selection, so I don't shop them.

In our article, "Five Trends Redefining How America Shops for Groceries Online", we explored how online grocery shopping is evolving beyond ease and convenience. And no group is growing in online trips faster than Hispanic shoppers. In this pepviz® spotlight, we reveal how these five trends also shape the way Hispanics shop, highlight their unique needs, and offer actionable insights for retailers looking to capitalize on and accelerate this growth.

65.2M People

Larger Households (142i)

Skew Millennial (133i)

66% of HH shop online (vs. 70% of all U.S. HH)

+28% online trip growth (vs. +22% avg shopper)

+23% online spend growth (vs. +18% avg shopper)

TREND #1

Online is now part of the greater value equation

PROVE ONLINE IS WORTH IT

EXTEND BEYOND CONVENIENCE & PRICE

Calculating value for Hispanic online shoppers now includes fees, fuel costs, bulk deals, and the true savings of annual memberships.

Hispanic shoppers:

- Prioritize receiving items quickly **(213i)** & saving time **(133i)** by shopping online
- **59%** seek out free delivery · **58%** look for percent-off discounts · **46%** interested in food pairings
- **37%** remain unsure shopping online is worth the cost

Implication for retailers:

Prove the value of online shopping by combining fast, convenient fulfillment with free delivery, compelling discounts and value driven pairings.

TREND #2

Memberships have evolved into digital planning tools

BECOME THEIR FAVORED SPECIALTY STORE

CONNECT MEMBERSHIP VALUE & SPECIALTY ASSORTMENT TO BOOST PREFERENCE

Hispanic online shoppers increasingly turn to retailer memberships to plan and save, but they remain loyal to tried-and-true brick-and-mortar specialty stores for unique items.

Hispanic shoppers:

- Most loyal to Walmart, which earns **35%** of their online share-of-wallet
- Online spending on Club up **30%**
- Yet **73%** still visit brick-and-mortar specialty stores for unique and culturally relevant items

Implication for retailers:

Memberships help shoppers plan, concentrating spend with trusted retailers, but true loyalty is earned when retailers also provide the culturally relevant assortment shoppers would otherwise seek elsewhere.

TREND #3

Digital pre-shopping sparks the imagination

TURN ONLINE INTO A FAMILY AFFAIR

HELP THEM BUILD THE LIST TOGETHER

Hispanic shoppers, like most online grocery shoppers, take at least one pre-shopping action. What is different is that they're probably not doing it alone.

Hispanic shoppers:

- **77%** compare prices · **66%** check the pantry · **59%** plan meals first
- Lean on recommendations from others to build the list **(155i)**
- Shop with family & friends **(147i)**

Implication for retailers:

Build planning and sharing tools for the whole household. Design for shared lists, multi-user carts, and household accounts and explore ways to bring the "shopping together" experience online.

TREND #4

The homepage is the top destination for discovery

LEAD WITH NEW TAKES ON OLD FAVORITES

GIVE SHOPPERS REASONS TO ADD BELOVED ITEMS

Openness to discovery peaks on the homepage. Off-list additions can be justified by a clear deal, a familiar brand, or a free delivery threshold.

Hispanic shoppers:

- Highly over-index on flavor-forward salty snacks: limón **(500i)** · salsa verde **(254i)** · Flamin' Hot **(245i)**
- Reach for distinct beverage flavors: pineapple **(143i)** · orange cream **(132i)** · lemon lime **(122i)**
- Exploring what they feel may be healthy: organic **50%** · high protein **49%** · unflavored water **(133i)**

Implication for retailers:

Use the homepage to highlight relevant innovation, help them discover new takes on old favorites, and the new, functional options they're increasingly seeking.

TREND #5

Reliability becomes the top driver of online loyalty

GETTING IT WRONG HAS HIGHER COSTS

MAKE THE RIGHT ITEMS EASY TO FIND & RELIABLY DELIVERED

Unpredictability is the ultimate online pain point, especially when 67% still prefer to shop in person. Out-of-stocks, forced substitutions, & look-alike listings erode trust, particularly for Hispanic shoppers with larger families counting on them to get it right.

Hispanic shoppers:

- Order groceries in their own language **(179i)**
- Cite AI chat help & express delivery as primary reasons they come back*
- Go online when they trust the outcome, with **40%** feeling safer ordering online **(130i)**

Implication for retailers:

Make products findable with Spanish-language search & accurate hero imagery, orders complete on arrival with relevant substitutions, and the experience easier with tech like in-app chat to turn a one-time order into a habit.

Read the full pepviz article ↗ | Check out our Hispanic Shopper overview ↗

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Source: PepsiCo North America Insights & Intelligence, Digital Commerce Insights, "Hispanic Online Shopper: Cohort Deep Dive," November 2025; Additional Source*: PepsiCo North America Insights & Intelligence, Shopper Insights, "2026 Channel Drivers & Retailer Performance On Omni Store Choice Drivers," July 2026