

Ethnic Foods - UK - September 2012

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"Male rather than female ethnic food users are more likely to be interested in trying emerging cuisines for the first time at home. Men are particularly keen on trying Vietnamese, Japanese and Middle Eastern cuisine, suggesting brands looking to develop these styles in the dine in market should keep a male perspective to marketing."

– Alex Beckett, Senior Food Analyst

In this report we answer the key questions:

- Which emerging ethnic cuisines are consumers most keen to see more of in-store?
- What NPD areas can manufacturers explore to engage the growing over-65s population?
- To what extent is growth in ethnic foods being squeezed by scratch cooking?
- Which consumer groups are the early adopters in ethnic foods?

Given the wide range of products and cuisines that have been incorporated into this report, a firm definition of the market is difficult to generate. This report deals solely with the UK retail market and covers:

- Chinese food
- Indian food
- Mexican and Tex-Mex food
- Thai and other Oriental cuisines.

The following food categories are covered:

- Ready meals – ambient, chilled and frozen ready meals which require heating and those which require cooking. This also includes meal kits, chilled and ambient, which contain ingredients for the different cuisines.
- Cooking sauces – wet sauces, including pour-over, stir-fry and dry sauces that are added to vegetables, meat or fish, in jars, tins or sachets/pouches.
- Table sauces – sauces that tend to be used after cooking, eg chilli sauce, soy sauce.
- Seasonings – include curry powder, spice mixes and fajita mixes etc.
- Accompaniments – samosas, bhajis, Chinese crackers, chutneys, poppadoms, dips, stir-fry bases and breads. Rice/noodles are excluded from the market size, unless part of a ready meal/meal kit.

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