

Ethnic Trends in Restaurants - US - October 2014

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"The ethnic foods operator is caught between trying to offer authentically ethnic foods while catering to an audience that wants to exert control over every aspect of their dining experience"
– Julia Gallo-Torres, Senior Analyst, Food, Drink and Foodservice Reports

This report looks at the following areas:

- How to entice less adventurous consumers to try new ethnic dishes?
- Does the authenticity of an ethnic food really matter?
- How to compete with products people cook at home?

There has been a rising interest in ethnic flavors and foods, and cuisines such as Mexican, Italian and Chinese, which have typically been considered ethnic, are now mainstream foods. Thus, consumers are looking for new ethnic flavors to explore, and this includes foods that feature authentic ingredients and that are hot and spicy. Additionally, because consumers are more focused on eating healthy, many ethnic cuisines' focus on vegetables and smaller portions of proteins, such as Mediterranean, Asian, and African cuisines, have helped fuel their popularity.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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