

Defining Ethnic Food - US - August 2015

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Consumers are embracing a host of ethnic cuisines and, in the process, are expecting those dishes to deliver not only more flavor than mainstream foods but also specific attributes by cuisine. Mexican and Latin American dishes appear to be the domain of spicier flavor profiles, while Mediterranean and Thai offerings merge novel flavors, a greater array of fruits and vegetables, and more healthy attributes, just to cite a few cuisines.

This report looks at the following areas:

- Consumers, overall, embracing only a few ethnic cuisines
- Social media impacts Millennial exposure to ethnic foods

The term "ethnic" appears by no means to be derogative or belittling and, instead, as more a means of classification and better quantifying consumer expectations and, particularly in the case of older generations, distinguishing the familiar. To consumers, the use of "ethnic" as a descriptor is more a means of categorizing specific foods as unique and different than what they regard as traditional fare.

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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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