

World Cuisines - UK - February 2016

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“Core product categories in established cuisines are struggling. The robust consumer interest in ethnic spice kits suggests that more deconstructed formats can allow operators to tap into the scratch cooking trend. With a broad interest in trying new ethnic food, emerging cuisines will be key areas for new product development.”
– Anita Winther, Food and Drink Analyst

This report looks at the following areas:

- High interest in emerging cuisines presents opportunities
- Kits warrant further attention in ethnic foods
- In-store cooking tips and co-located ingredients offer way to inject much needed interest to the world cuisines aisle

Retail sales of Chinese, Indian and Mexican food enjoyed sustained growth over 2009-12, but this halted in 2013. The sharp decline seen in 2014 continued in 2015, when sales fell by a further 7% to an estimated £1.32 billion. The strong performance of the accompaniments segment was not enough to offset the drop experienced by ready meals and cooking sauces.

The long-established cuisines already enjoy broad usage, leaving little scope to convert new users or secure new occasions. They are also under pressure from the less well-established cuisines, while dining out and scratch cooking are also putting pressure on the market.

While growth potential remains limited for Chinese and Indian food, there is strong interest in emerging cuisines. Not knowing what to expect remains a barrier for consumers to explore new ethnic cuisines, putting the onus on operators to provide guidance and increase familiarity. Consumer interest in ethnic spice and meal kits points to a means for brands to tap into the current scratch cooking trend, while addressing uncertainty about how to prepare ethnic foods.

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DID YOU KNOW?

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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World cuisines hold wide appeal

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 All-natural ethnic products appeal
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- 'Factory fear' drives interest in all-natural ethnic products
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