

## Attitudes towards World Cuisines - UK - March 2017

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“World cuisines are a near-universal part of British diets, with many people’s food adventures stretching well beyond the established Chinese and Indian cuisines. High levels of interest towards the less used cuisines highlight great potential for NPD. Tackling uncertainty in terms of preparation and taste will be key to unlocking this potential.”

– **Anita Winther, Research Analyst**

This report looks at the following areas:

- **Tackling unfamiliarity key to unlocking high interest in emerging cuisines**
- **Meal kits can further explore role as learning tool to help home cooks**
- **Table sauces can forge role in helping customise spicy dishes for the household**

World cuisines have become a staple in the British diet, with Chinese and Indian being eaten nearly universally. However, these established cuisines are coming under pressure as Brits are becoming more adventurous with their food and explore new, emerging cuisines: One in five adults report to have eaten seven or more types of cuisines. This has been supported by new cuisines gaining prominence in the foodservice sector and growth in travel to destinations outside of Europe.

All of the less used cuisines spark a high level of interest among non-eaters, highlighting great potential for NPD (New Product Development). However, unfamiliarity remains a challenge in converting interest in trying new cuisines to uptake. Tackling uncertainty with regards to flavours and cooking methods will be key to unlocking the potential of new cuisines types.

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## Table of Contents

### Overview

What you need to know  
Products covered in this Report

### Executive Summary

The market  
Growth in travel should support uptake of new cuisines  
Scratch cooking trend creates challenges and opportunities  
Brexit spells end of deflation and growing real incomes  
Companies and brands  
Pan-Asian cuisines make their way to mainstream retail  
Mexican street food enters retail  
World flavours prominent in barbecue launches  
Adspend slumps as Premier Foods cuts support for Sharwood's  
Kikkoman focuses TV campaigns on Chinese New Year  
The consumer  
World cuisines are ingrained in British diets  
Figure 1: Frequency of eating world cuisines at home in the last three months, by cuisine type, November 2016  
20-34-year-olds are key users of world foods  
Lack of familiarity is a key challenge for new cuisines  
Figure 2: Barriers to eating world cuisines, November 2016  
A guiding hand needed to encourage hesitant home cooks  
Savoury flavours are in demand, hot and spicy remain on trend  
Figure 3: Preferences for flavour types in world cuisines, November 2016  
Many are continually seeking new dishes  
Frozen complete meal kits garner wide interest  
Figure 4: Behaviours relating to world cuisines, November 2016  
Table sauces seen to offer personalisation  
Meal kits can further explore role as learning tools  
Figure 5: Attitudes towards world cuisines, November 2016  
What we think

### Issues and Insights

Tackling unfamiliarity key to unlocking high interest in emerging cuisines  
The facts  
The implications  
Meal kits can further explore role as learning tool to help home cooks  
The facts

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The implications

Table sauces can forge role in helping customise spicy dishes for the household

The facts

The implications

## The Market – What You Need to Know

Growth in travel should prompt uptake of new cuisines

Scratch cooking trend creates challenges and opportunities

Brexit spells end of deflation and growing real consumer incomes

## Market Drivers

Growth in travel should prompt uptake of new cuisines

Figure 6: Trends in the number of visits abroad to countries outside of Europe and North America from the UK\*, by top 10 countries, 2011-15

Scratch cooking trend creates challenges and opportunities

Surprising opportunities for sauces

Ready meals under pressure

Kits have a role as the middle ground

Brexit spells end of deflation and growing real consumer incomes

Foodservice provides competition...

...and inspiration

## Companies and Brands – What You Need to Know

Pan-Asian cuisines make their way to mainstream retail

Mexican street food enters retail

World flavours prominent in barbecue launches

Adspend slumps as Premier Foods cuts support for Sharwood's

Kikkoman focuses TV campaigns for Chinese New Year

## Launch Activity and Innovation

Sharwood's goes Pan-Asian with World Inspired sauces

Lloyd Grossman launches premium Indian sauces for two

Korean makes its way to mainstream retail

Patak's unveil curry kits

...and ready meals

Wahaca brings Mexican street food to retail

Street food can appeal in retail

Wahaca launches soft taco kits

Old El Paso brings out Mexicana Street Market sub-brand

M&S scours the Americas for 'Spirit of Summer'

Other operators look to South America and the Caribbean

World flavours prominent in barbecue launches

Brazil inspires barbecue launches in 2016

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## Advertising and Marketing Activity

Adspend slumps as Premier Foods cuts support for Sharwood's

Figure 7: Total above-the-line, online display and direct mail advertising expenditure on selected world cuisines brands, 2013-16

Old El Paso has highest adspend in 2016

Kikkoman focuses TV campaigns for Chinese New Year

AB World Foods focuses spend on Patak's

Hellmann's 'Grilltopia' support world food-inspired sauces

M&S goes Americana with its 'Spirit of Summer' campaign

Nielsen Ad Intel coverage

## The Consumer – What You Need to Know

World cuisines are ingrained in British diets

20-34-year-olds are key users of world foods

Lack of familiarity is a key challenge for new cuisines

A guiding hand needed to encourage hesitant home cooks

Savoury flavours are in demand, hot and spicy remain on trend

Many are continually seeking new dishes

Frozen complete meal kits garner wide interest

Table sauces seen to offer personalisation

Meal kits can further explore role as learning tools

## Types of World Cuisines Eaten at Home

World cuisines are ingrained in British diets

Figure 8: Repertoire of types of world cuisines eaten at home, November 2016

Chinese and Indian remain the most popular types of world cuisine

Mexican and Thai have forged a mainstream role

Figure 9: Frequency of eating world cuisines at home, by cuisine type, November 2016

The young and urbanites are key user groups

20-34-year-olds are heavy users of world foods

Easy access fuels uptake among urban dwellers

Figure 10: Usage of and interest in trying world cuisines at home, by cuisine type, November 2016

Americana has gained a sizeable foothold

Figure 11: Frequency of eating Americana dishes at home and interest in trying them, November 2016

## Barriers to Eating World Cuisines

Lack of familiarity is a key challenge for new cuisines

Figure 12: Barriers to eating world cuisines at home, November 2016

Calling out flavour profile and ingredients can build familiarity

Fusion dishes could offer safe experimentation

A guiding hand needed to encourage hesitant home cooks

Increasing availability should unlock potential

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## Flavour Type Preferences in World Cuisines

Calling out flavours could reduce barrier posed by unfamiliarity

Figure 13: Preferences for flavour types in world cuisines, November 2016

Savoury flavours are in demand, particularly among over-55s

Hot and spicy flavours remain on trend

Sweetness has strong appeal among 16-24s

## Behaviours Relating to World Cuisines

Over half are continually seeking new dishes

Good news for emerging cuisines, challenge for established ones

Figure 14: Behaviours relating to world cuisines, November 2016

Frozen complete meal kits garner wide interest

Rio Olympics lend little boost to uptake

## Attitudes towards World Cuisines

Table sauces seen to offer personalisation

Figure 15: Attitudes towards world cuisines, November 2016

Table sauce a perfect fit for customising levels of heat

Scope to mine additions for sense of newness

International twists are popular

Meal kits can further explore role as learning tools

Ready meals are a starting block for trying new cuisines

"Street food" label appeals to young urbanites

## Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

## Appendix – Market Drivers

Figure 16: Trends in the number of visits abroad to countries outside of Europe and North America from the UK\*, 2011-15

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