

## World Cuisines - UK - March 2020

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“World cuisines are an ingrained part of UK menus. Within established cuisines strong demand for newness points to opportunities for introducing new formats, whilst providing on-pack explanations of unfamiliar dishes should help emerging cuisines grow their user base.”  
– **Alice Pilkington, Research Analyst**

This report looks at the following areas:

- Dominant cuisines can mine strong demand for new varieties
- Making short preparation time clearer on-pack is key to winning over time-poor consumer
- Tailoring to taste will also help world cuisines respond to new trends
- Clear on-pack explanations can combat consumer distrust of new product names

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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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## Table of Contents

### Overview

What you need to know  
Products covered in this Report

### Executive Summary

The market  
Value growth slows whilst volume stagnates in 2019  
Figure 1: Best- and worst-case forecast of UK retail value sales of world cuisine foods, 2014-24  
Ready meals decline, healthy growth continues for accompaniments/ingredients  
Foodservice continues to both influence and infiltrate retail  
Versatile world cuisines can capitalise on meat-free trend  
Companies and brands  
Own-label continues to dominate world cuisine market  
Foodservice brands expand in retail  
Convenient formats aid accessibility of world cuisines  
Skewer kits aim to maintain interest in established cuisines  
Plant-based ranges embrace world cuisines  
Old El Paso launches biggest ever campaign to 'Make Some Noise'  
Charlie Bigham and Blue Dragon link with authenticity  
The consumer  
World cuisines are an ingrained part of consumers' menus  
Figure 2: World cuisines eaten at home in the last three months and interest in eating world cuisines in future, by type, November 2019  
Umami flavours should be called out more  
Figure 3: Types of flavours preferred most when eating world cuisines at home, November 2019  
Sub-20 minute prep and help to bring new life to leftovers appeal  
Figure 4: World cuisine product concepts of interest, November 2019  
High demand for variety within favourite cuisines  
Figure 5: Behaviours relating to world cuisines, November 2019  
World cuisine products have potential to inject excitement into British dishes  
Figure 6: Attitudes towards world cuisines, November 2019  
What we think

### Issues and Insights

Dominant cuisines can mine strong demand for new varieties  
The facts  
The implications  
Making short preparation time clearer on-pack is key to winning over time-poor consumer  
The facts

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The implications

Tailoring to taste will also help world cuisines respond to new trends

The facts

The implications

Clear on-pack explanations can combat consumer distrust of new product names

The facts

The implications

### The Market – What You Need to Know

Value growth slows whilst volume stagnates in 2019

Continued value growth ahead

Ready meals decline, healthy growth continues for accompaniments/ingredients

Foodservice continues to both influence and infiltrate retail

Versatile world cuisines can capitalise on meat-free trend

### Market Size and Forecast

Value growth slows whilst volume stagnates in 2019

Figure 7: Total UK retail value sales of world cuisine food, 2014-24

Continued value growth ahead

Figure 8: Best- and worst-case forecast of UK retail value sales of world cuisine foods, 2014-24

Forecast methodology

### Market Segmentation

Ready meals decline

Figure 9: UK retail value sales of world cuisine foods, by format, 2017-19

Healthy growth continues for accompaniments/ingredients

Cooking sauces recover from 2018 stagnation

Growth slows for established cuisines

Figure 10: UK retail value sales of world cuisine foods, by cuisine, 2017-19

Mexican segment sees minor decline

Figure 11: UK retail value sales of world cuisine foods, by cuisine and format, 2017-19

### Market Drivers

Action on Salt finds “unnecessary” levels of salt in popular sauces

Foodservice continues to both influence and infiltrate retail

Versatile world cuisines can capitalise on meat-free trend

Environmentally friendly packaging is in the spotlight

Potential for Brexit and COVID-19 to benefit the world cuisines retail market

Uptake of world cuisines will continue to rise

### Companies and Brands – What You Need to Know

Own-label continues to dominate world cuisine market

Foodservice brands expand in retail

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Convenient formats aid accessibility of world cuisines  
 Skewer kits aim to maintain interest in established cuisines  
 Plant-based ranges embrace world cuisines  
 Old El Paso launches biggest ever campaign to 'Make Some Noise'  
 Charlie Bigham and Blue Dragon link with authenticity

### Market Share

Own-label continues to dominate world cuisine market  
 Cooking sauce brands lead the Indian segment  
 Figure 12: Leading brands in the Indian ready meals, cooking sauces and accompaniments/ingredients market, by value, 2018 and 2019  
 Figure 13: Leading manufacturers in the Indian ready meals, cooking sauces and accompaniments/ingredients market, by value, 2018 and 2019  
 Blue Dragon leads a fragmented Chinese segment  
 Figure 14: Leading brands in the Chinese ready meals, cooking sauces and accompaniments/ingredients market, by value, 2018 and 2019  
 Figure 15: Leading manufacturers in the Chinese ready meals, cooking sauces and accompaniments/ingredients market, by value, 2018 and 2019  
 Old El Paso retains top position in Mexican  
 Figure 16: Leading brands in the Mexican ready meals, cooking sauces and accompaniments/ingredients market, by value, 2018 and 2019

### Launch Activity and Innovation

Foodservice brands expand in retail  
 Nando's brings spice to meal kits  
 Figure 17: Nando's extends into meal kits, 2019  
 Itsu links with M&S for ramen range...  
 Figure 18: Examples of Itsu's new retail products, 2019-20  
 ...in the wake of a string of ramen kit launches  
 Fusion trend continues to influence NPD  
 Sharwood's rolls out Street Food Wrap Kits, Aldi launches fajita burger  
 Figure 19: Sharwood's Street food katsu curry wrap kit, 2019  
 Capsicana embraces Latin American fusion  
 Convenient formats aid accessibility of world cuisines...  
 Snack pots make world cuisines quick and easy to prepare  
 Figure 20: Twistd Flavour Co. Moroccan Inspired Cous Cous & Lentils, 2019  
 Slow cooking simplified by Homepride  
 No-mess solutions  
 Figure 21: Potts Piri Piri Marinating Bag, 2019  
 Figure 22: Uncle Ben's 'One pot' Solutions, 2019  
 ...and new formats help to maintain interest in category  
 Skewer kits emerge  
 Figure 23: Patak's Street Food Fiery Gunpowder Skewers Kit, 2019  
 Figure 24: Blue Dragon and Thai Taste skewer kits, 2019  
 Sainsbury's emphasises Indian regions in new premium ready meals  
 Figure 25: Sainsbury's new premium Indian regional meals, 2019

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Korean offering expands

Yogiyo builds interest in emerging cuisines

Figure 26: Yogiyo Original Udon Ramen Kit, 2019

Gochujang paste adds spice to the market

Plant-based ranges embrace world cuisines

Figure 27: Examples of vegetarian and plant-based world cuisine options from leading UK grocers, 2019

Mars adds new vegetarian-friendly Tasty Bite range

Figure 28: Examples of Mars Food's Tasty Bite Range, 2019

### Advertising and Marketing Activity

Old El Paso launches biggest ever campaign to 'Make Some Noise'

Figure 29: Total above-the-line, online display and direct mail advertising expenditure on world cuisine, 2019

Kikkoman looks to expand ways consumers use soy sauce

'Only Delicious Will Do' for Charlie Bigham

Blue Dragon urges consumers to 'Keep Exploring'

Itsu launches integrated campaign to promote restaurant and grocery gyoza range

Nielsen Ad Intel coverage

### The Consumer – What You Need to Know

World cuisines are an ingrained part of consumers' menus

Chinese and Indian dominate but considerable interest in less established cuisines

Umami flavours should be called out more

Sub-20 minute prep appeals widely

World cuisines can win favour by helping to bring new life to leftovers

High demand for variety within favourite cuisines

World cuisine products have potential to inject excitement into British dishes

Brands need to provide on-pack explanations of new dishes

### Usage of World Cuisines at Home

World cuisines are an ingrained part of consumers' menus

Chinese and Indian dominate but considerable interest in less established cuisines

Figure 30: World cuisines eaten at home in the last three months and interest in eating world cuisines in future, by type, November 2019

Under-45s are core users of world cuisines

Figure 31: Eating Chinese and Indian food at home at least once a week, by age, November 2019

Two in five adults eat at least five cuisines

Figure 32: Repertoire of types of world cuisines eaten, by age, November 2019

### World Cuisine Products Eaten or Used at Home

Meal accompaniments, seasonings and cooking sauces are among top products

Figure 33: Types of world cuisine products eaten or used in the last three months, November 2019

Ready meal users hold untapped potential for condiments

### Flavour Type Preferences in World Cuisines

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Umami flavours should be called out more

Figure 34: Types of flavours preferred most when eating world cuisines at home, November 2019

Spotlight on umami can help engage flexitarians

Figure 35: Examples of products calling out umami flavours on their packaging, 2016-19

Interest in aromatic flavours holds potential for Middle Eastern cuisine

### World Cuisine Product Concepts of Interest

Sub-20 minute prep appeals widely

Figure 36: World cuisine product concepts of interest, November 2019

Figure 37: Examples of brands making preparation time a central part of their on-front packaging, 2019-20

World cuisines can win favour by helping to bring new life to leftovers

Tailoring to taste chimes widely

Figure 38: Itsu Teriyaki Chicken & Sticky Rice Meal Kit demonstrating the flexibility of its product, 2020

Figure 39: Examples of recommendations for tailoring to taste in world cuisine products, 2019

Figure 40: Uncle Ben's Caribbean Jerk Inspired One Pot Rice Kit calling for spice level to be adjusted to taste, 2019

### Behaviours Relating to World Cuisines

High demand for variety within favourite cuisines

Figure 41: Behaviours relating to world cuisines, November 2019

Expanding formats can provide a sense of newness

Meal deals provide choice, convenience and affordability

### Attitudes towards World Cuisines

World cuisine products have potential to inject excitement into British dishes

Figure 42: Attitudes towards world cuisines, November 2019

Brands need to provide on-pack explanations of new dishes

Figure 43: Examples of Sainsbury's Taste the Difference ready meals giving details of regional cuisines, 2020

Figure 44: CJ Foods Bibigo Mandu Beef Bulgogi Dumplings packaging with explanation of the terms mandu and bulgogi, 2019

Further opportunities for world cuisines to capitalise on the big night in

Figure 45: Recent examples of world cuisine flavours in snacks, 2019-20

### Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

### Appendix – Market Segmentation

Figure 46: Consumers' frequency of cooking meals from scratch, 2016-19

### Appendix – Market Size and Forecast

Forecast methodology

Figure 47: Best- and worst-case forecast of UK retail value sales of world cuisine foods, 2019-24

### Appendix – Market Share

Figure 48: Brands and own-label in the Thai ready meals market, by value, 2018 and 2019

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