

Trending Latin Cuisine Flavors - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the Latin food market.
- Latin cuisine varieties and dishes consumed
- Attitudes and perceptions of Latin cuisine
- Interest and experience with Latin cuisine flavors and ingredients

Mexican cuisine is by far the most consumed Latin cuisine, reflecting not only availability but also the profound influence on US food culture. The mainstreaming of Mexican cuisine is nearing ubiquity, yet there is still room for Latin cuisine growth. The widespread popularity suggests that there are similar opportunities for other Latin cuisines, as well as brand exploration with regional Mexican cuisines, especially beyond foodservice menus. A mix of both traditional and Latin inspired-options will be necessary from brands and operators to fulfill the needs of the total market, but in any case **authentic** ingredients and flavors will be essential to connect with both Hispanic and non-Hispanic consumers. Hispanic consumers expect authenticity from brands, yet non-Hispanic consumers seek convenient ways (ie foodservice) to experience real Latin foods, flavors and ingredients too.



"The widespread popularity of Mexican cuisine suggests that there are similar opportunities for other Latin cuisines, as well as brand exploration with regional Mexican cuisines, especially beyond foodservice menus. A mix of both traditional and Latin inspired-options will be necessary from brands and operators to fulfill the needs of the total market."

- Alyssa Hangartner, Flavor and Ingredient Analyst

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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.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

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