

# World Cuisines – UK – May 2021

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## This report looks at the following areas:

- The impact of COVID-19 on the world cuisines market
- Launch activity in 2020 and opportunities for 2021
- Factors that would encourage people to spend more on a world cuisine product
- Consumer behaviours and attitudes related to world cuisines
- Sources of inspiration for trying a new world cuisine dish/product at home

59% of world cuisine eaters and buyers have tried to make a meal from scratch in the three months to March 2021, which they had previously bought as a ready meal. The decline in ready meal sales during the COVID-19 pandemic demonstrates the threat that increased interest in cooking poses to this segment. Meanwhile, this looks set to provide continued momentum to categories catering for part- and scratch cooking.

The new lockdowns in early 2021 have continued to fuel evenings-in and other opportunities for world cuisine brands. As COVID-19 restrictions ease, the reopening of foodservice establishments will increase competition for world cuisine at home once more. However, cautious spending among some consumers and ongoing restrictions on travel are likely to continue to support the market in 2021.

The increased consumer and government focus on health in light of COVID-19 will pressure world cuisine products to improve their healthiness. 70% of people who eat and buy world cuisine at home say a wider range of healthier options would encourage them to eat these cuisines more often. While this interest points to concerns about the permissibility of the current offering, it offers a compelling signal that NPD in this space can keep these cuisines on the menu.

Meal kits that teach a skill hold untapped potential, with 62% of world cuisine eaters and buyers saying they would like to see more of these. With many people saying they improved their cooking skills during the COVID-19



“COVID-19 has brought about a considerable boost for the world cuisine market, thanks to many more evenings at home and the closure of the majority of foodservice establishments.

Accompaniments/ingredients have been the driving force of this growth, demonstrating the uptick in cooking from scratch.”

– Alice Pilkington, Food and Drink Analyst

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lockdown, world cuisine brands can tap into the increased interest in cooking from scratch brought about by the pandemic through kits.

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- Category needs to respond to needs of ageing population

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- 2021 sees small boost to most world cuisine products
- Ease of preparation would encourage 53% of buyers to spend more
- 43% would pay more for healthier products
- 62% would like to see meal kits that teach a skill
- World cuisine foods seen as a fun way to "travel through food" by two thirds

#### IMPACT OF COVID-19 ON CONSUMER BEHAVIOUR

- Health becomes higher priority for a third
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