

World Cuisines - UK - January 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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"Some ethnic food brands may benefit from positioning their products specifically as child- or family-friendly. Cooking pastes, for instance, could more actively promote how they are a suitable option for the whole family, allowing for heat levels tailored to taste."

– Heidi Lanschützer, Food & Drink Analyst

This report looks at the following areas:

- Is there further scope for reduced-fat options of world foods?
- How can operators harness the strong interest in ethnic desserts?
- Is there greater scope for a family-friendly positioning for world food brands?
- How can ethnic sauces capitalise on consumer concerns about food waste?

The world cuisines market has posted strong growth in recent years, with retail value sales having grown by 32% over 2008-13. The market has benefited from a greater availability of a wider variety of ethnic cuisines in the retail channel (following foodservice trends), an increasingly diverse ethnic population in the UK, growth in international travel as well as Brits' enthusiasm for trying novel foods – some 70% of consumers say they are interested in trying ethnic dishes they haven't tried before.

However, growth slowed considerably in 2013, likely stemming from an improving consumer confidence encouraging people to eat out more often. The popularity of scratch cooking also poses strong competition to the market, particularly ethnic ready meals and cooking sauces.

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