

## Attitudes towards Emerging Cuisines - UK - March 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“While penetration of emerging cuisines is still low, interest is high. The presence of emerging cuisine restaurants on the high street is growing while there is greater focus from retailers like M&S on expanding their ethnic offering.”  
– Douglas Faughnan, Senior UK Food and Drink Analyst

### This report looks at the following areas:

- High street foodservice cuisine trends continue to shape the retail landscape
- Operators need to educate consumers on preparation and use of ethnic food products
- The shift from emerging to ‘emerged’ cuisines – the role of millennials and retailers

One in three people in the UK eat food from emerging ethnic cuisines at home, with Japanese food, including sushi, holding the lead. Eaten at home by many, its popularity has been propped up by the sushi trend in the foodservice channel. Moroccan food is also among the most popular emerging cuisines, having benefitted from the cuisine's flavour profile being embraced across a wide range of food products.

While current usage of such cuisines remains modest, there is significant interest in many of them. However, steps to educate consumers about these cuisines remain central to unlock this interest as not knowing what to expect from the emerging cuisines is a key barrier to usage. Wider mainstream availability should also help to translate this interest into usage.

BUY THIS  
REPORT NOW

VISIT:  
[store.mintel.com](http://store.mintel.com)

CALL:  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

APAC  
+61 (0) 2 8284 8100

EMAIL:  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Attitudes towards Emerging Cuisines - UK - March 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Introduction

Definition

Abbreviations

### Executive Summary

Market factors

Companies, brands and innovation

Innovation

The consumer

Sushi drives the popularity of Japanese food

Figure 1: Emerging cuisines eaten at home and that consumers are interested in, by cuisine type, December 2014

Experience is key driver: restaurant visits, tourism and in-store sampling are the most popular prompts for trying new cuisines

Figure 2: Reasons for trying emerging cuisines, December 2014

Brands offer assurance in a market where consumers lack knowledge

Figure 3: Interest in types of emerging cuisine products, December 2014

Highlighting familiar ingredients can help win over unsure consumers

Figure 4: Reasons for not eating emerging cuisines, December 2014

What we think

### Issues and Insights

High street foodservice cuisine trends continue to shape the retail landscape

The facts

The implications

Operators need to educate consumers on preparation and use of ethnic food products

The facts

The implications

The shift from emerging to 'emerged' cuisines – the role of millennials and retailers

The facts

The implications

### Trend Application

Extend my Brand

Guiding Choice

Generation Next

### Market Drivers

Well-travelled Brits look for new food experiences

Figure 5: Average annual growth/decline in number of visits by UK tourists to selected countries, 2009-13

Figure 6: Top 10 countries of last residence of migrants who are not British citizens, 2013\*

Foodservice trends drive interest in new cuisines in retail

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Attitudes towards Emerging Cuisines - UK - March 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 7: Use of and interest in ethnic restaurants/takeaways, by cuisine, December 2014

New cuisines offer variety in a market dominated by Chinese and Indian

Experimental 25-34-year-olds set to grow by 6% by 2019

Figure 8: Trends in the age structure of the UK population, 2009-19

## Strengths and Weaknesses

Strengths

Weaknesses

## Who's Innovating?

Key points

Coverage

Emerging international cuisine launches in UK/Europe: Brands, big and small, latch on to Moroccan food's popularity in 2014

Figure 9: New product launches in the UK food market that reference the term 'Moroccan', by category, 2010-14

Japanese has more to offer than just sushi

Japanese cuisine has potential to penetrate more categories

M&S markets the authenticity of its Vietnamese and Japanese Taste ranges

Amoy and Malay Taste target scratch cooks with Malaysian kits

The Brazilian theme: overt and direct vs. subtle and sophisticated

Overt and direct

Subtle and sophisticated

Other activity

Selected companies and brands

Figure 10: Selected companies and their product offering in the emerging international cuisines market, March 2015

## The Consumer – Emerging Cuisines Eaten at Home

Key points

Sushi drives the popularity of Japanese food

Figure 11: Emerging cuisines eaten at home and that consumers are interested in, by cuisine type, December 2014

Moroccan's popularity driven by its cross-category penetration

Polish food reaches a wide pool of users beyond immigrants

Brazilian and South African food offer BBQ season potential

## The Consumer – Reasons for Trying Emerging Cuisines

Key points

Experience is key driver: restaurant visits, tourism and in-store sampling are the most popular prompts for trying new cuisines

Figure 12: Reasons for trying emerging cuisines, December 2014

Foodservice trends remain ones to watch

Brands in other markets look to pop-ups to drive word of mouth

In-store samples would win over two in five

Emerging cuisines hampered by lack of in-store presence

Spice and gender – Men enticed by hot/spicy, while women favour mild

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Attitudes towards Emerging Cuisines - UK - March 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## The Consumer – Interest in Types of Emerging Cuisine Products

### Key points

Brands offer assurance in a market where consumers lack knowledge

Figure 13: Interest in types of emerging cuisine products, December 2014

'Ethnic-inspired' products vs. authentic ethnic cuisine

Products with an ethnic twist fail to chime with over-55s

Parents and students lead demand for easy-to-prepare products

Millennials' low confidence in cooking drives interest in easy-to-prepare meals

Parents' interest in easy preparation fuelled by demand for convenience

## The Consumer – Reasons for Not Eating Emerging Cuisines

### Key points

Highlighting familiar ingredients can help win over doubting consumers

Figure 14: Reasons for not eating emerging cuisines, December 2014

References to familiar foods can help to help to calm concerns

Lack of confidence in cooking is a key barrier

Meal kits can attract scratch cooks and novice cooks alike

## Appendix – Internal Market Environment

Figure 15: Average annual growth/decline in number of visits by UK tourists to selected countries, 2009-13

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)