

International Food Trends - US - March 2016

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"Sales of international foods in the US are projected to grow moderately between 2015 and 2020, from \$12.2 billion to \$13.9 billion. Immigration and the increasingly multicultural nature of American society are factors that are influencing growth."

- Julia Gallo-Torres, Senior Analyst - Food, Drink and Foodservice

This report looks at the following areas:

- Moderate growth projected, lack of familiarity an obstacle to wider use
- Restaurant sales represent a challenge for home preparation brands

Sales of international foods in the US are projected to grow moderately between 2015 and 2020, from \$12.2 billion to \$13.9 billion. Immigration and the increasingly multicultural nature of American society are factors that are influencing growth. Brands that provide authentic products and marketing are likely to best capture consumers, especially important user groups such as Millennials and Hispanics. Consumers are more likely to report eating international foods at restaurants rather than preparing them at home, presenting brands with a challenge to increase home preparation with better awareness of international cuisine and product preparation demonstrations.

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DID YOU KNOW?

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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