

Attitudes towards World Cuisines - UK - March 2017

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“World cuisines are a near-universal part of British diets, with many people’s food adventures stretching well beyond the established Chinese and Indian cuisines. High levels of interest towards the less used cuisines highlight great potential for NPD. Tackling uncertainty in terms of preparation and taste will be key to unlocking this potential.”

– Anita Winther, Research Analyst

This report looks at the following areas:

- Tackling unfamiliarity key to unlocking high interest in emerging cuisines
- Meal kits can further explore role as learning tool to help home cooks
- Table sauces can forge role in helping customise spicy dishes for the household

World cuisines have become a staple in the British diet, with Chinese and Indian being eaten nearly universally. However, these established cuisines are coming under pressure as Brits are becoming more adventurous with their food and explore new, emerging cuisines: One in five adults report to have eaten seven or more types of cuisines. This has been supported by new cuisines gaining prominence in the foodservice sector and growth in travel to destinations outside of Europe.

All of the less used cuisines spark a high level of interest among non-eaters, highlighting great potential for NPD (New Product Development). However, unfamiliarity remains a challenge in converting interest in trying new cuisines to uptake. Tackling uncertainty with regards to flavours and cooking methods will be key to unlocking the potential of new cuisines types.

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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

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