

International Food Trends: Spotlight on Flavor - US - March 2017

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"In 2016, retail sales of the international foods measured in this Report increased from 2015 totals. Greater exposure to international food through shifting US demographics and increased appearance on US menus will drive this growth. Fresh offerings have seen strong sales growth in recent years, suggesting benefit from expanding beyond the box, into the refrigerator."

- Beth Bloom, Senior Food & Drink Analyst

This report looks at the following areas:

- Dollar sales of market grow from 2011-16
- Most food types are more likely to be consumed away from home
- Composition of leading companies gives a look into segment performance

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Dollar sales of market grow 19% from 2011-16

Figure 1: Total US retail sales and forecast of international foods, at current prices, 2011-21

Most food types are more likely to be consumed away from home

Figure 2: International food consumption, by location – Any preparation, December 2016

Composition of leading companies gives a look into segment performance

Figure 3: MULO sales of international foods, by leading companies, rolling 52 weeks 2015 and 2016

The opportunities

The majority of international food eaters look for savory flavors

Figure 4: Flavors sought, December 2016

Meaty mains and appetizers lead international food trial interest

Figure 5: Types of food and drink for international trial, December 2016

Familiar flavors have greatest appeal

Figure 6: Interest in international snacks, December 2016

What it means

The Market – What You Need to Know

Dollar sales of market grow 19% from 2011-16

Mexican/Hispanic maintains market dominance

Supermarkets make up more than two thirds of retail sales

Food sales away from home win out in most recent measure

Traditional North American cuisine is on the decline on US menus

Market Size and Forecast

Dollar sales of market grow 19% from 2011-16

Figure 7: Total US retail sales and forecast of international foods, at current prices, 2011-21

Figure 8: Total US retail sales and forecast of international foods, at current prices, 2011-21

Figure 9: Total US retail sales and forecast of international foods, at inflation-adjusted prices, 2011-21

Market Breakdown

Mexican/Hispanic maintains market dominance

Figure 10: Total US retail sales and forecast of international foods, by segment, at current prices, 2011-21

Supermarkets make up more than two thirds of retail sales

Figure 11: Total US retail sales of international food, by channel, at current prices, 2011-16

Market Perspective

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A quarter of consumers intend to boost visits to restaurants with international cuisine in 2017

Figure 12: Dining out behavior, September 2016

Meal kit delivery does all the legwork

Food sales away from home win out in most recent measure

Figure 13: Food sales at home and away from home, January 2003-August 2016

Traditional North American cuisine is on the decline on US menus

Figure 14: Menu Item Cuisine Type, 2012-16

Market Factors

Non-White and non-Hispanic populations grow

Figure 15: Population by race and Hispanic origin, 2012-22

Key Players – What You Need to Know

Composition of leading companies gives a look into segment performance

Gruma leads with 12% market share in measured segments

Fresh options help Asian food brands

Hummus companies dominate Mediterranean/Middle Eastern sales

Manufacturer Sales of International Food

Gruma leads with 12% market share in measured segments

Sabra claims the third spot, finding dominance in the small Mediterranean/Middle Eastern food segment

Asian/Indian food leaders represent more meal focused options

Other brands see growth

Figure 16: MULO sales of international foods, by leading companies, rolling 52 weeks 2015 and 2016

What's Working?

Most Mexican/Hispanic food leaders grow

Figure 17: MULO sales of Mexican/Hispanic foods, by leading companies and brands, rolling 52 weeks 2015 and 2016

Fresh options help Asian food brands

Figure 18: MULO sales of Asian/Indian foods, by leading companies, rolling 52 weeks 2015 and 2016

Hummus companies dominate Mediterranean/Middle Eastern sales

Figure 19: MULO sales of Mediterranean/Middle Eastern foods, by leading companies and brands, rolling 52 weeks 2015 and 2016

What's Struggling?

Most food types are more likely to be consumed away from home

Figure 20: International food consumption, by location – Any preparation, December 2016

What's Next?

Freshen up

International flavors can diversify vegetarian eating occasions

Flavorful focus on health

Take it to the street

Fundamentally global

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The Consumer – What You Need to Know

- Italian, Mexican, and Chinese lead ethnic food consumption
- Supermarkets lead purchase location
- The majority of international food eaters look for savory flavors
- Indian and Mexican food are most likely to be seen as spicy
- Meaty mains and appetizers lead international food trial interest
- Familiar flavors have greatest appeal

Consumption of International Food

- Italian, Mexican, and Chinese lead ethnic food consumption
Figure 21: International food consumption – Any source/preparation, December 2016
- Millennials are most likely to try all types of international food measured
Figure 22: International food consumption – Any source/preparation, by generation, December 2016

International Food Preparation

- Italian and Mexican food are most likely to be prepared from scratch
Figure 23: International food consumption location, by cuisine type consumed, December 2016
Figure 24: International food consumption location – How prepared, by cuisine type consumed, December 2016
- Women are more likely than men to prepare international food from scratch
Figure 25: International food consumption at home – Preparation, by gender, December 2016
- Consumers are more likely than average to prepare the food from their region
Figure 26: Mexican/Hispanic food consumption at home – Preparation, by Hispanic origin, December 2016
Figure 27: Asian food consumption at home – Preparation, by race, December 2016

Purchase Location

- Supermarkets lead purchase location
Figure 28: Purchase location, December 2016
- Consumers turn to alternative channels for less-popular cuisine types
Figure 29: Purchase location, by cuisine type, December 2016
- Asian shoppers more than twice as likely than average to purchase at international markets
Figure 30: Purchase location, by race, December 2016

Flavors Sought

- The majority of international food eaters look for savory flavors
Figure 31: Flavors sought, December 2016
- Products with a savory, spicy, meaty mix will appeal to 83% of international food eaters
Figure 32: TURF Analysis – Flavors sought, December 2016
Figure 33: Table – TURF Analysis – Flavors sought, December 2016
- Mexican food eaters are only slightly more likely than average to seek out hot/spicy flavors
Figure 34: Flavors sought, by Mexican/Hispanic food buyers, December 2016
- Thai and Indian food eaters are particularly interested in hot/spicy flavors
Figure 35: Flavors sought, by Asian food buyers, December 2016

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Middle Eastern/Greek food consumers are particularly interested in herbal flavors

Figure 36: Flavors sought, by Middle Eastern/Greek food buyers, December 2016

Spicy flavors and meat have greater appeal among men

Figure 37: Flavors sought, by gender, December 2016

Millennials are open to the greatest range of flavors

Figure 38: Flavors sought, by generation, December 2016

International Food Flavor Profiles

Indian and Mexican food are most likely to be seen as spicy

Chinese food pigeonholed as sweet/sour and sweet/spicy

Consumers don't know what to make of Middle Eastern food

Figure 39: Correspondence Analysis – Matching flavors to cuisine, December 2016

Figure 40: Matching flavors to cuisine, December 2016

Food/Drink Types for International Trial

Meaty mains and appetizers lead international food trial interest

Figure 41: Types of food and drink for international trial, December 2016

Non-meat options find appeal among eaters of Asian and Mediterranean/Middle Eastern food

Figure 42: Types of food and drink for international trial, by Asian food buyers, December 2016

Figure 43: Types of food and drink for international trial, by Middle Eastern/Greek food buyers, December 2016

Smaller dishes have a greater appeal among women

Figure 44: Types of food and drink for international trial, by gender, December 2016

Snacks are a strong opportunity for younger consumers...

...while meals appeal to Gen X and above

Figure 45: Types of food and drink for international trial, by generation, December 2016

Asian consumers are most willing to dive into main course options, especially those that are veggie based

Figure 46: Types of food and drink for international trial, by race, December 2016

Sweets appeal to lower-income earners

Figure 47: Types of food and drink for international trial, by HH income, December 2016

Interest in International Snacks

Familiar flavors have greatest appeal

Figure 48: Interest in international snacks, December 2016

Men are more likely than women to be interested in trial of snacks

Figure 49: Interest in international snacks, by gender, December 2016

Younger consumers are more open to a range of international snacks

Figure 50: Interest in international snacks, by generation, December 2016

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

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Consumer survey data

TURF analysis methodology

Correspondence analysis methodology

Consumer qualitative research

Abbreviations and terms

Abbreviations

Appendix – Market

Figure 51: Total US retail sales and forecast of Mexican/Hispanic food, at current prices, 2011-21

Figure 52: Total US retail sales and forecast of Mexican/Hispanic food, at inflation-adjusted prices, 2011-21

Figure 53: Total US retail sales and forecast of Asian/Indian food, at current prices, 2011-21

Figure 54: Total US retail sales and forecast of Asian/Indian food, at inflation-adjusted prices, 2011-21

Figure 55: Total US retail sales and forecast of Mediterranean/Middle Eastern food, at current prices, 2011-21

Figure 56: Total US retail sales and forecast of Mediterranean/Middle Eastern food, at inflation-adjusted prices, 2011-21

Figure 57: US supermarket sales of international foods, at current prices, 2011-16

Figure 58: US sales of international foods through other retail channels, at current prices, 2011-16

Figure 59: Menu item cuisine type, 2012-16

Appendix – Key Players

Figure 60: MULO sales of international foods, by leading companies, rolling 52 weeks 2015 and 2016

Figure 61: MULO sales of Mexican/Hispanic foods, by leading companies and brands, rolling 52 weeks 2015 and 2016

Figure 62: MULO sales of Asian/Indian foods, by leading companies and brands, rolling 52 weeks 2015 and 2016

Figure 63: MULO sales of Mediterranean/Middle Eastern foods, by leading companies and brands, rolling 52 weeks 2015 and 2016

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