

World Cuisines - UK - February 2018

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“Improved ranges, particularly in own-label and in emerging cuisines, are providing a boost to sales. With interest in emerging world cuisines still significantly higher than current at-home eating though, a big opportunity exists for further sales growth through building familiarity with less widely eaten dishes.”

– **Richard Caines, Senior Food & Drink Analyst**

This report looks at the following areas:

This includes using promotions and sampling to encourage trial, and giving consumers the confidence to try different cuisines at home through more information about what dishes taste like and shortcuts to preparing them.

- **Stronger communication and promotions needed to convert interest into trial for emerging cuisines**
- **Authenticity and a greater focus on vegetables two angles for supporting growth in long-established cuisines**
- **Shortcuts to preparing authentic world cuisine dishes at home need to be at the forefront of product development**

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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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Stronger communication and promotions needed to convert interest into trial for emerging cuisines

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The implications

Authenticity and a greater focus on vegetables two angles for supporting growth in long-established cuisines

The facts

The implications

Shortcuts to preparing authentic world cuisine dishes at home need to be at the forefront of product development

The facts

The implications

The Market – What You Need to Know

Return to growth for world cuisines

Ready meals take lion's share of sales

Own-label provides a boost to cooking sauces

Indian the biggest segment of world cuisines

Emerging cuisines bring a boost to sales

Foodservice the biggest influence on world cuisines

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Street food trends feeding through

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Brands lose share in Chinese

Old El Paso has big lead in Mexican/Tex-Mex

Regional recipes look to add differentiation

Wider range of Asian cuisines seeing NPD activity

'Street food' trend influencing new products

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Focus on vegetables and plant-based products

Meal kits making different cuisines more mainstream

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Regional recipes look to add differentiation

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A wider range of Asian cuisines is being explored

'Street food' trend influences NPD

Old El Paso goes Street Market

Iceland looks to Indian street food

Gran Luchito looks to offer Mexican cooking beyond kits

Wider range of Latin American cuisines from Santa Maria

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Old El Paso focuses on social occasions

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World cuisines have widespread appeal

Chinese and Indian most popular

Range of products used for serving up world cuisines

Side dishes and accompaniments important

Trying at restaurant/takeaway top prompt for trying at home

Promotions and sampling important drivers of trial

Information about new world cuisines would help

Strong interest in authenticity and trying something new

Recipes with more vegetables appeal

Meal kits seen as good way of learning world cuisines

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Other world cuisines lag noticeably behind

Chinese and Indian also eaten the most frequently

Figure 27: Frequency of eating different world cuisines at home in the last 3 months, November 2017

World Cuisine Products Eaten or Used at Home

Range of products used for serving up world cuisines

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Cooking pastes and meal kits offer different shortcuts

3-step kits blur the boundaries

Side dishes are an important part of world cuisines

Scope for bread to boost meal accompaniments

Side dishes enjoy widespread usage

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Link-ups with restaurants should chime

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Wider range of products to make cooking easier would appeal

Information about newer world cuisines would also help

Keen interest in cooking instructions among meal kit and cooking paste users

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Strong interest in authenticity and trying something new

High demand for authenticity

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Attitudes towards World Cuisines

Meal kits seen as good way of learning world cuisines

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