

## International Food Trends - US - January 2018

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"International cuisines, flavors, and ingredients continue to be an area of opportunity in both foodservice and retail. Young consumers in particular represent a key opportunity as they show high interest in international foods but lack the skills required to actually cook international cuisine at home."

- Caleb Bryant, Senior Foodservice Analyst

This report looks at the following areas:

- Interest in Americanized foods is fairly high
- Lack of skills/knowledge remain barriers to cooking international foods at home
- International foods/flavors are not a silver bullet

While many consumers still prefer Americanized international foods, brands that highlight the authenticity and cultural history around international foods are poised to connect with many consumers.

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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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## Key Players – What You Need to Know

- International influences boost packaged yogurt and frozen meals
- International breakfast comes to restaurants
- International flavors alone can't save a category/restaurant
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