

International Food Trends - US - January 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"International food adoption is a slow process in the US. Factors positioning it for growth, include a diverse population; the need for restaurants and products to differentiate and innovate; and the growing spending power of adventurous diners. Brands should be cautious about appropriating other cultures, straying from authenticity, and entering saturated categories."
- Jill Failla, Foodservice Analyst

This report looks at the following areas:

- Americans are slow to accept new international cuisines
- Younger consumers aren't as smitten with Italian and Chinese cuisines as their older counterparts are
- Cultural appropriation is a growing concern
- It's the season for seasonings
- Younger consumers are more adventurous diners
- Asian and Hispanic consumers over index for international food consumption

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

International Food Trends - US - January 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Americans are slow to accept new international cuisines

Figure 1: Food attitudes, any agree, summer 2009-18

Younger consumers aren't as smitten with Italian and Chinese cuisines as their older counterparts are

Figure 2: International food preferences – any type of purchase NET, by age, November 2018

Cultural appropriation is a growing concern

Figure 3: International food restaurant offerings, by race and Hispanic origin, November 2018

The opportunities

It's the season for seasonings

Figure 4: Food attitudes, any agree, summer 2009-18

Younger consumers are more adventurous diners

Figure 5: International food consumption motivators, by age, November 2018

Asian and Hispanic consumers over index for international food consumption

Figure 6: International food consumption frequency, by race and Hispanic origin, November 2018

What it means

The Market – What You Need to Know

International cuisine adoption is slow

Consumers are embracing heavily spiced foods

Populations of frequent international food eaters are outpacing those of less-frequent eaters

Market Factors

Consumers are increasingly diverse

Figure 7: Population by race and Hispanic origin, 2013-23

Employment is at all-time high among Hispanic populations

Figure 8: Hispanic and National Labor Force Unemployment Rates, January 2007-November 2018

Opportunity exists to convert unenthusiastic cooks with international products

Figure 9: Share of cooking segments, 2016-2018

Consumers increasingly prefer foods cooked with lots of spices

Figure 10: Food attitudes, any agree, summer 2009-18

Key Trends – What You Need to Know

Ethnic fast-casuals proliferate

Popular international cuisines may go regional to appeal to youth

Restaurant-branded international CPG products gain traction

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

International Food Trends - US - January 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

What's Working?

Fast casual works as an approachable format for international foods

Bowl Fusion

American Indian

Latin American

Asian

Food halls

Israeli cuisine proliferates

Figure 11: Trader Joe's – Zhoug Sauce

Indian finally goes mainstream

CPG continues to innovate international offerings in several categories

Sauces

Condiments

Meals/entrees

Snacks

What's Struggling?

Is the Mediterranean bubble about to burst?

Traditional international foods lose favor among young consumers

Cultural appropriation becomes a growing concern for some

What's Next?

Ayurveda

International kids menus

Japanese Omakase and Izakaya

Omakase

Izakaya

African cuisines

Fast-Casual Fusion

Moroccan Crosses Categories

Figure 12: Hodo Moroccan Tofu Cubes

Ethiopian

Figure 13: Departure Snacks Ethiopian Berbere Dry-Roasted Almonds

South African

The Consumer – What You Need to Know

Most consumers would rather eat international foods at a restaurant than cook them

Mexican is more popular than Italian cuisine

Latin and African are emerging cuisines to watch

International Food Consumption

Over a quarter of consumers eat international foods a few times a month

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

International Food Trends - US - January 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 14: International food consumption frequency, November 2018

The frequent international food eater is a city-dwelling Millennial

Figure 15: International food consumption frequency, by generation, November 2018

Figure 16: International food consumption frequency, by location, November 2018

Asians and Hispanics are frequent international food eaters

Figure 17: International food consumption frequency, by race and Hispanic origin, November 2018

Alyssa is a frequent international food eater

Figure 18: International food consumption frequency, by consumer segmentation, November 2018

International cuisine consumption has declined slightly over last year

Figure 19: International food consumption – net any consumption, November 2017-November 2018

International Food Consumption Motivators and Barriers

Cravings drive most international food purchases

Figure 20: International food consumption motivators, November 2018

Younger consumers are most likely to eat international foods because they like trying new things

Figure 21: International food consumption motivators, by age, November 2018

Asians and Hispanics enjoy eating the foods of their ethnic heritages

Figure 22: International food consumption motivators, by race and Hispanic origin, November 2018

Lack of exposure is the top barrier to international cuisine consumption

Figure 23: barriers to International food consumption, November 2018

International Food Preferences

Mexican, Italian, and Chinese are the top international cuisines

Figure 24: International food preferences – any type of purchase NET, November 2018

African cuisines remain unfamiliar to most consumers

Figure 25: International food preferences – any type of purchase NET, November 2018

Consumers are most likely to purchase international cuisines from a restaurant

Figure 26: International food preferences – any cuisine type NET, November 2018

Women especially prefer more traditional international cuisines

Figure 27: International food preferences – Any type of purchase NET, by gender, November 2018

Latin and African are emerging cuisines

Figure 28: International food preferences – Any type of purchase NET, by age, November 2018

Italian and Chinese food interest may eventually decline

Figure 29: International food preferences – Any type of purchase NET, by age, November 2018

Consumers show elevated interest in cuisines of their ethnic heritage

Figure 30: International food preferences – Any type of purchase NET, by race and Hispanic origin, November 2018

White and Hispanic consumers are equally interested in Mexican cuisine

Figure 31: International food preferences – any type of purchase NET, by race and Hispanic origin, November 2018

International Food Retail Offerings

Meal kits are an appealing format for international flavors

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

International Food Trends - US - January 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 32: International food retail offerings, November 2018

Restaurant-branded international foods could help drive purchases among the youngest consumers

Figure 33: International food retail offerings, by age, November 2018

International Food Restaurant Offerings

Most consumers prioritize authenticity for international menu items

Figure 34: International food restaurant offerings, November 2018

Moms want to see more international kids menu items

Figure 35: International food restaurant offerings, by gender, November 2018

Younger consumers are most open to international fusion

Figure 36: International food restaurant offerings, by age, November 2018

Most Hispanic consumers want to see international kids menu items

Figure 37: International food restaurant offerings, by race and Hispanic origin, November 2018

Frequent international food eaters care the most about eating foods from chefs of the same ethnic heritage

Figure 38: International food restaurant offerings, by international eater groups, November 2018

International Food Attitudes

Street foods are an appealing way to introduce international flavors to consumers

Figure 39: International food attitudes, November 2018

Older consumers would much rather eat international foods at a restaurant than cook them

Figure 40: International food attitudes, by age, November 2018

Asian consumers are most interested in international street foods

Figure 41: International food attitudes, by race and Hispanic origin, November 2018

Roughly three fifths of moderate or occasional international food eaters would rather eat international foods at restaurants than at home

Figure 42: International food attitudes, by international eater groups, November 2018

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Abbreviations and terms

Abbreviations

Mintel Food and Drink Shopper Segmentation

Terms

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com