

World Cuisines - UK - March 2019

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“Recipe promotions for world cuisine dishes with all the ingredients located together in-store are a highly attractive proposition for shoppers. These will encourage experimentation while tapping into consumers’ desire to become more knowledgeable about world cuisines.”
 – **Emma Clifford, Associate Director – UK Food and Drink**

This report looks at the following areas:

- **Companies should be more active in capitalising on the meat reduction trend**
- **Feeding consumers’ hunger to become more knowledgeable will build engagement**
- **Food pairing suggestions can span beyond the usual world cuisine accompaniments**

The world cuisines retail market is one of the key beneficiaries of the “foodie” mindset which prevails among the younger generation. It is enjoying healthy growth, with high levels of innovation feeding consumers’ appetite for experimentation in this category. Retail sales enjoyed their second consecutive year of 5% growth, taking these to £1,776 million in 2018.

Value sales are anticipated to rise by a further 16% over the next five years to hit £2,065 million in 2023. A combination of food price inflation and the ever-growing choice of products available, especially for emerging cuisines, will underpin this growth.

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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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- Sources of funding and support
- Target audience
- What consumer needs does the range meet?
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- Meal accompaniments, cooking sauces, ready meals and seasonings/spices are the most popular products
- Ease is the most important factor
- One in three seek out healthy options
- A traditional recipe is the most tangible marker of authenticity
- In-store initiatives can encourage experimentation
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...for home cooking overall...

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...and for world cuisines meals

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