

Regional and International Flavors and Ingredients: Incl Impact of COVID-19 - US - November 2020

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“Today’s consumer landscape is diversifying, and in turn, the expectations of international and regional flavors are changing. Foodservice plays a strong role in flavor and cuisine discovery but younger consumers are equally likely to seek out these flavor profiles in the grocery store.”

– **Alyssa Hangartner, Flavor and Ingredient Trends Analyst**

This report looks at the following areas:

While consumers have shifted their food spend primarily to retail channels, brands must preserve authenticity when innovating with international flavors in particular. Not an easy task. The variety in cuisines available today, both on-premise and in retail is greater than ever and this wide assortment is becoming the norm. Variety, authenticity and innovation that aligns with changing consumer tastes must be met by brands and foodservice operators alike to maintain engagement with consumers moving forward.

- **The impact of COVID-19 on consumer behavior and the food and drink market.**
- **Regional American cuisine consumption.**
- **International cuisine consumption.**
- **Interest in emerging cuisines.**
- **The consumer path to new cuisine discovery.**

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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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Table of Contents

Overview

What you need to know
 Key issues covered in this Report
 Definition
 COVID-19: Market context

Executive Summary

Top takeaways
 Market overview
 Impact of COVID-19 on International and Regional Flavors
 Figure 1: Short-, medium- and long-term impact of COVID-19 on food and drink, November 2020
 Opportunities and Challenges
 Re-emergence
 Figure 2: Regional and international flavor attitudes, by generation, August 2020
 Figure 3: Cuisine attitudes and behaviors, by prioritization of authenticity, August 2020
 Recovery
 Figure 4: International cuisine consumption, by generation, August 2020
 Figure 5: Interest in emerging international cuisines, August 2020

The Market – Key Takeaways

Cuisine exploration is multichannel
 Consumer palates are more diverse than ever

Target Audience by the Numbers

The most adventurous eaters are young and male
 Figure 6: Interest in trying new flavors, by age and gender, August 2020
 International cuisine consumption is on the rise across all age groups
 Figure 7: COVID-19-related changes in food and drink behavior, by age, July 2020
 Shifts in foodservice options
 Figure 8: Restaurant dine-in, takeout and delivery in past three months (NET), by age, July 2020
 Food and drink spend shifts to at home, cooking
 Figure 9: Food and drink behaviors, August 2020
 Impact of COVID-19 on International and Regional Flavors
 Figure 10: Short-, medium- and long-term impact of COVID-19 on food and drink, November 2020
 Lockdown
 Re-emergence
 Recovery
 COVID-19: US context

International and Regional Cuisine by Segment

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Cuisine innovation on the menu has slowed due to the pandemic

Figure 11: Percent change in instances of menu items by cuisine, Q2 2016-Q2 2020

Global flavors grow in CPG

Figure 12: International flavors growing directionally in CPG food and beverages, Q3 2019 - Q3 2020

Market Factors

New experiences are more important than ever

Figure 13: Key factors driving consumer behavior, experiences, by age, July 2020

Demographic landscape is changing

Figure 14: Percentage change in population, by race and Hispanic origin, 2015-25

Greek, Middle Eastern and Thai chip away at the mainstream

Figure 15: Change in international cuisine consumption, August 2019-20

Market Opportunities

Multicultural consumers seek global packaged innovation

Figure 16: International and regional cuisine attitudes, by race and Hispanic origin, August 2020

Help consumers support their specific wellness goals

Figure 17: Current usage and future interest in food and drink claims, August 2020

Companies and Brands – Key Takeaways

Regional American flavors cross category lines

Asian flavors are becoming specialized

Flavorful spices with wellness positioning align with consumer priorities

Flavor Innovation in CPG

Brands showcase BBQ styles across CPG categories

Figure 18: Experience and interest in American BBQ styles, August 2020

Packaged brands lean into contemporary Asian flavors

Figure 19: Asian cuisine consumption, by interest in trying new flavors, August 2020

Warm Moroccan seasonings spice up conventional foods

Figure 20: Interest in African cuisine, by generation, August 2020

Flavor Innovation on the Menu

Menus tap into regional BBQ LTO's

Middle Eastern cuisine proliferates among BFY segments

Asian cuisines get regional on menus

Figure 21: Preparation of ingredients on US Menus, Q2 2019-2020

Figure 22: Change in Asian cuisine consumption, August 2019-20

The Consumer – What You Need to Know

Familiarity and social networks influence cuisine selection

Barbecue and Southern food tap into comfort, yet there is room to grow

Interest in emerging international flavors point to a flavorful future

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Preferred Foods for New Flavor Trial

Small bites and familiar dishes are best suited for new flavors

Figure 23: Menu position or food types suitable for new flavor trial, August 2020

Familiarity plays a strong role in trying new cuisines

Figure 24: New cuisine motivators, August 2020

Adventurous consumers find inspiration through social channels

Figure 25: New cuisine motivators, by interest in new flavors, August 2020

International and Regional Cuisine Attitudes

Figure 26: International and regional cuisine attitudes, August 2020

Consumers are willing to take a risk on trying new cuisines

Figure 27: International and regional cuisine attitudes, by age, August 2020

Interest in spicy flavors has regional ties

Figure 28: International and regional cuisine attitudes, by region, August 2020

Regional and International Cuisine Consumption

Mainstream international cuisines continue to give way to more nuance

Figure 29: Regional and international cuisine consumption, net any consumption, August 2020

International flavors are equally suitable for at-home occasions

Figure 30: Regional and International cuisine consumption, August 2020

Gen Z, Millennial consumers lead emerging cuisine consumption

Figure 31: International cuisine consumption, by generation, August 2020

Barbecue and Southern fare net a large audience

Figure 32: Current regional and international cuisine consumption, August 2020

Changing demographic makeup will influence mainstream cuisines

Figure 33: Regional and international cuisine consumption, by generation, August 2020

Interest and Experience with Regional American Cuisines

Brands have room to grow through the nuances of American BBQ

Figure 34: Experience and interest in regional cuisines, August 2020

Take consumers on a culinary tour of American regional flavors

Figure 35: Experience and interest in regional cuisines, by region, August 2020

Women are equally interested in exploring regional barbecue

Figure 36: Experience and interest in regional barbecue, by gender, August 2020

Interest and Experience with Emerging International Cuisines

Dive deeper into regionals among established international cuisines

Figure 37: Experience and interest in international cuisines, August 2020

Niche international cuisines still need time to simmer

Figure 38: Correspondence Analysis – Symmetrical map – Interest in regional and international cuisine, August 2020

The future of mainstream cuisine will be increasingly diverse

Figure 39: interest in emerging international cuisines, by generation, August 2020

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Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Abbreviations and terms

Abbreviations

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