

Regional and International Flavors and Ingredients - US - 2022

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This report looks at the following areas:

- Consumer interest and experience with regional and international cuisine
- Factors that encourage new cuisine trial
- Factors that deter new cuisine trial
- Motivations and attitudes toward new cuisine trial

Consumers are craving adventure after years of restriction, and international cuisine offers consumers an opportunity for affordable exploration and enjoyment.

Over a third of consumers say they are using cuisine as a method to experience different cultures, and one in five consumers say they have been eating more international cuisine in the past year. Recent years' events have disrupted the foodservice and tourism industry, two definite sources of culinary discovery. However, despite unprecedented disruptions, consumption of international cuisine remains relatively stable. Consumers are instead leaning on alternate methods of discovery, like friend/family recommendations and media influences, emphasizing how cuisine discovery and trial is oftentimes centered around community and influenced by cultural surroundings.



"Global cuisines remain a conduit of both creativity and comfort despite the volatility of the past two years. Slight shifts are emerging pointing to signs that while mainstream cuisines remain popular consumers are exploring beyond the classics."

– Anna Fabbri, Flavor and Ingredient Trends Analyst

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