

Regional and International Flavors - US - 2023

Report Price: £3695 | \$4995 | €4400

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

This report looks at the following areas:

- Consumer attitudes and behaviors surrounding regional and international flavors and ingredients
- Experience and interest in regional and international preparation/cooking methods
- Regional and international cuisine purchase locations
- Regional and international cuisine discovery methods
- Interest and experience with select Asian and Latin flavors and ingredients

The path to new cuisine trial and consumption is no longer a straight line, further influenced by pandemic shifts, opening doors for packaged brands and even retailers to push global boundaries just as much as foodservice operators. Emerging cuisines like Latin, Korean and Middle Eastern are trending up, both at home and away, while mainstream cuisines like Mexican and Chinese remain powerful, yet steady.

While Gen Z and Millennials characteristically are thought to be the catalysts of emerging trends, that doesn't make them the only consumers receptive to new global taste experiences. Tiered alignment of product development pipelines to meet the needs of primary and even secondary users can cast the widest net. Exposure to a wider variety of cuisines can be circular, shifting interest in one global cooking style flavor, or ingredient to another similar cuisine.

Innovation with Mexican, Chinese or even Japanese cuisine flavors and ingredients are a safe bet, yet promoting common ingredients, flavors and foods in less popular Latin and Asian cuisines or through in fusion application can lay the ground work for expansion.



"The opportunity to discover international flavors and ingredients has never been more present, thanks to increased diversity and rapid dissemination of global cuisine information on social media. Flavors that are grounded in the familiar while bolder flavor innovation can lead with value adds to capture the more curious.

– **Sydney Riebe, Analyst, US Food & Drink Reports**

Buy this report now

Visit store.mintel.com

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

Report Price: £3695 | \$4995 | €4400

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**
- **This Report looks at the following areas**
- **Definition**
- **Market context**

EXECUTIVE SUMMARY

- **Top Takeaways**
- **A little familiarity goes a long way**
- **Inspiration must reach far and wide**
- **Versatility is a strength**
- **Consumer trends**
- **Gap between connecting culturally and seeking authenticity**
Figure 1: Regional and international cuisine attitudes, 2023
- **Consumers look far and wide for inspiration**
Figure 2: Regional and international cuisine discovery methods, 2023
- **Emerging Latin flavors can lean on the familiar**
Figure 3: Interest in and experience with Latin flavors and ingredients, 2023
- **Consumers find functionality in Asian ingredients**
Figure 4: Interest in and experience with Asian flavors and ingredients, 2023
- **Competitive strategies**
- **Toppers as an introduction to international flavors**
Figure 5: global sauces and seasoning posts, 2023
- **LTOs allow for swift engagement with flavor trends**
Figure 6: Limited time offers featuring birria
- **Opportunities**
- **Prepared food can compete with influence of foodservice**
Figure 7: In-store purchase locations, 2023
- **Complex flavors can add an element of fun**
Figure 8: Interest and experience in select international flavors, 2023
- **Cooking methods and flavors can work in partnership**
Figure 9: Regional and international cooking methods, 2023
- **Utilize the beverage aisle for function and flavor**
Figure 10: International cuisine purchase by aisle, by generation, 2023

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
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

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

STATE OF THE MARKET

- Use common cuisines tastes, ingredients to inspire global exploration**
 Figure 11: International cuisine purchase, NET- any consumption, 2023
- Menus and packaged foods fuel emerging cuisine traction**
 Figure 12: International cuisine purchase, NET- any consumption, May 2022-23
- Menus central to trial yet discovery begins at many points**
 Figure 13: Menu item cuisine type, by time period, 2019-22
- Despite tighter finances, global exploration continues**
 Figure 14: Regional and international cuisine attitudes, by financial situation, 2023
- Growth can come from unexpected audiences**
 Figure 15: Change in international cuisine purchase, by generation, 2023

MARKET DRIVERS

- Food spending settles back into new norm**
 Figure 16: Consumer spending percentage on food at home vs food away from home, 2022-23
- Inflation fatigue points to opportunity for global foods/ drinks**
 Figure 17: Food and drink savings strategies, 2023
- Social strategies fuel rapid, yet perhaps fickle discovery**
 Figure 18: Regional and international cuisine discovery methods, by social media platform, 2022-23
- Flavor (therefore cuisine) curiosity poised to grow with Gen Z, Millennials**
 Figure 19: Flavor trial and attitudes, by age, 2023

PRODUCT DEVELOPMENT – NOW – WHAT’S TRENDING

- Spicy toppers are global gateways**
 Figure 20: global sauces and seasoning posts, 2023
 Figure 21: Globally flavored snacks, 2022-23
- Umami makes BFY more satisfying**
 Figure 22: umami ingredients on the menu, 2023
- Borderless hot and spicy trends show no signs of cooling**
 Figure 23: Interest in spicy international flavors and ingredients, by generation, 2023
 Figure 24: Spicy international flavors, 2022-23

PRODUCT DEVELOPMENT – NEAR – WHAT TO WATCH FOR

- Fermented foods can use common function to proliferate**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
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



Report Price: £3695 | \$4995 | €4400

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

Figure 25: Fermented/pickled style products, 2022-23

- **Convenience + emerging flavors push mature categories forward**

Figure 26: Interest/experience in select international cuisines, 2023

Figure 27: Products with international meat/protein flavors, 2022-23

PRODUCT DEVELOPMENT – NEXT – WHAT’S IN THE PIPELINE

- **Unexpected flavor pairings explore all of the senses**

Figure 28: Interest and experience in select international flavors, 2023

Figure 29: Products with chamoy as an ingredient, 2022-23

- **Are prep methods the next food flavored foods?**

Figure 30: Foods featuring cooking methods

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Operators roll dice with social buzz to fast track trends**

Figure 31: Limited time offers featuring birria

- **Don’t ignore the thirst for international flavors**

Figure 32: International cuisine purchase by aisle, by generation, 2023

Figure 33: Non-Alcoholic Beverages with international flavors, 2022-23

THE CONSUMER – FAST FACTS

- **Fusion is the way to most consumers’ hearts**
- **The discovery process is wide and diverse**
- **Grocery shopping and preparation methods are integral parts of the international cuisine experience**
- **Consumers connect with familiarity of Latin cuisine and the versatility of Asian**

INTERNATIONAL AND REGIONAL CUISINE ATTITUDES

- **Leverage cultural connections with tech**

Figure 34: Regional and international cuisine attitudes, 2023

Figure 35: Regional and international cuisine attitudes, by Generation, 2023

- **Lead with authenticity to reach male consumers**

Figure 36: Regional and international cuisine attitudes, by Generation and gender, 2023

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

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

INTERNATIONAL AND REGIONAL COOKING METHODS

- With trending food flavored foods, can cooking methods be far behind?

Figure 37: Regional and international cooking methods, 2023

- Gen Z to push beyond the days of just grilled or fried

Figure 38: Regional and international cooking methods, by generation, 2023

INTERNATIONAL AND REGIONAL CUISINE PURCHASE LOCATIONS

- Standout global offerings turn retailers into destinations

Figure 39: Regional and international cuisine/ingredient purchase locations, 2023

- Think global omni-channel to feed young needs

Figure 40: Regional and international cuisine/ingredient purchase locations, by generation, 2023

- Move prepared foods beyond rotisserie chicken

Figure 41: In-store purchase locations, 2023

INTERNATIONAL AND REGIONAL CUISINE DISCOVERY METHODS

- Credibility can be the difference between a trend and a fad...

Figure 42: Regional and international cuisine discovery methods, 2023

- ...but social media has the majority of younger consumers' attention

Figure 43: Regional and international cuisine discovery methods, by generation, 2023

INTEREST IN AND EXPERIENCE WITH LATIN FLAVORS AND INGREDIENTS

- Latin flavors are a safe space for innovation

Figure 44: Interest in and experience with Latin flavors and ingredients, 2023

- Familiarity can be the basis for exploration for older consumers

Figure 45: experienced and positive future consumption with Latin flavors and ingredients, by generation, 2023

INTEREST IN AND EXPERIENCE WITH ASIAN FLAVORS AND INGREDIENTS

- Leverage the versatility of Asian ingredients

Figure 46: Interest in and experience with Asian flavors and ingredients, 2023

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

Report Price: £3695 | \$4995 | €4400

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

- **Gen Z and Asian flavor innovation can grow together**
Figure 47: Experienced and positive future consumption with Asian flavors and ingredients, by generation, 2023

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.