

## Established World Cuisines - UK - February 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“The improving consumer confidence suggests both the need and opportunities for premiumisation in the retail channel. The strong interest in a wider offering of chilled cooking sauces among ethnic food buyers highlights this as a potential key area.”

– Douglas Faughnan, Senior Food and Drink Analyst

### This report looks at the following areas:

- Improving household finances drive the need for premiumisation
- Meal kits and pastes can help Chinese cuisine combat scratch cooking
- Emerging world cuisines pose a credible threat to established ones

A period of sustained growth between 2009 and 2013 in the market ended in 2014. Scratch cooking has been one of the key contributors to slowing growth. Slowing food inflation also dampened value growth, while falling ad spend has eroded the visibility of the market.

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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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### Trend Application

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