



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

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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.



“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

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