

# Home Kitchens go Global

International foods continue to intrigue U.S. shoppers. Many first experience international flavors in restaurants, then seek at-home solutions for their favorite globally inspired dishes.

## Growing interest in international foods



While Hispanic food retains highest sales, Asian and Indian growing fastest

*U.S. Shelf-Stable International Grocery Sales, 52WE 08.07.2022 vs. YAG*

**\$6.5B**  
Hispanic (+5.5%)

**\$1.8B**  
Asian (+8.5%)

**\$293.7M**  
Middle Eastern (+1.2%)

**\$106.7M**  
Indian (+7.5%)



Significant interest in new cuisine

*Consumers want to try these international foods:*

**45%** South American      **39%** Other Asian (Lao, Cambodian, Malaysian, etc.)

**44%** Central American      **37%** African

**39%** Cuban



Online interest in international food growing. Online searches: (2017-2022)

**+52%** Mexican

**+90%** Asian

**+100%** Indian

**+122%** Middle Eastern

## Shoppers want international options at grocery stores



Hispanic meal-shopping experience should include whole store

*For Hispanic food buyers, these are somewhat/extremely important:*

**84%** Produce      **80%** Cheese

**79%** Meat      **75%** Breads



Exposure at restaurants encourages in-store purchases of Asian and Indian food

Asian quick-service restaurants grew **+135%** over last 25 years

CAGR of **+12%** through 2026 forecasted for Asian quick-service restaurants

**More than a quarter** of those who buy Indian food want to purchase Indian food items not currently available at their store



Convenient meal options reduce ingredients and make trial easy

**22%** tired of cooking at home

**24%** interested in trying different international foods, but find them intimidating

**59%** say a wider range of international flavors would encourage them to use sauces more

## Demographic diversity driving growth

25% growth expected in international food in next 3 years. By 2060:

- Only 44% of U.S. population will identify as Non-Hispanic White
- 17% of U.S. residents are anticipated to be foreign born



Parents raising new generation of international eaters

- 25- to 34-year-olds most frequent international aisle shoppers
- Parents more likely than nonparents to shop the international aisle
- 78% of parents interested in serving international flavors to their children

