

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%)

\$293.7MM
Middle Eastern (+1.2%)

\$106.7MM
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

