

The Western World of Flavour

An in depth look at how savoury flavours are being explored in Western culture.

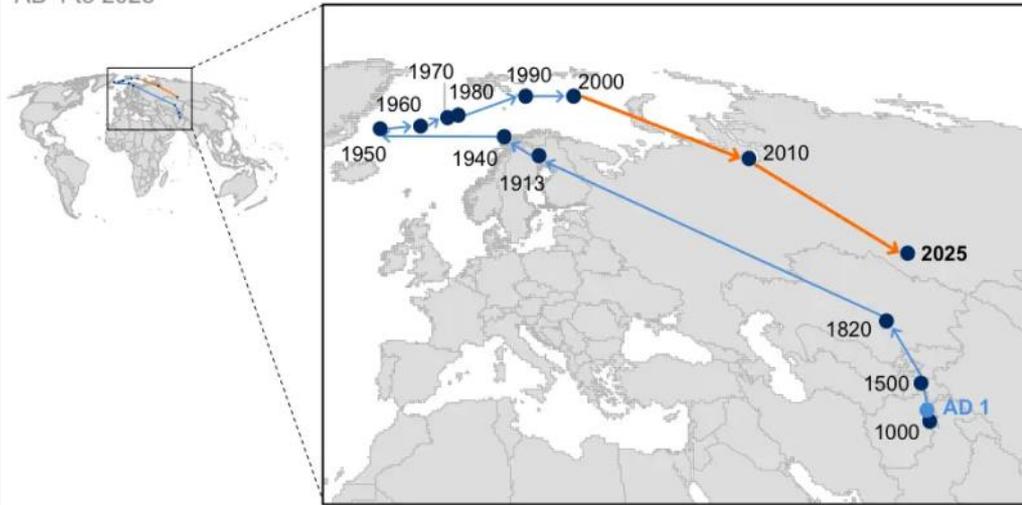
Edward Bergen | Global Food & Drink Analyst



Future is defined by the EAST

By far the most rapid shift in the world's economic center of gravity happened in 2000–10, reversing previous decades of development

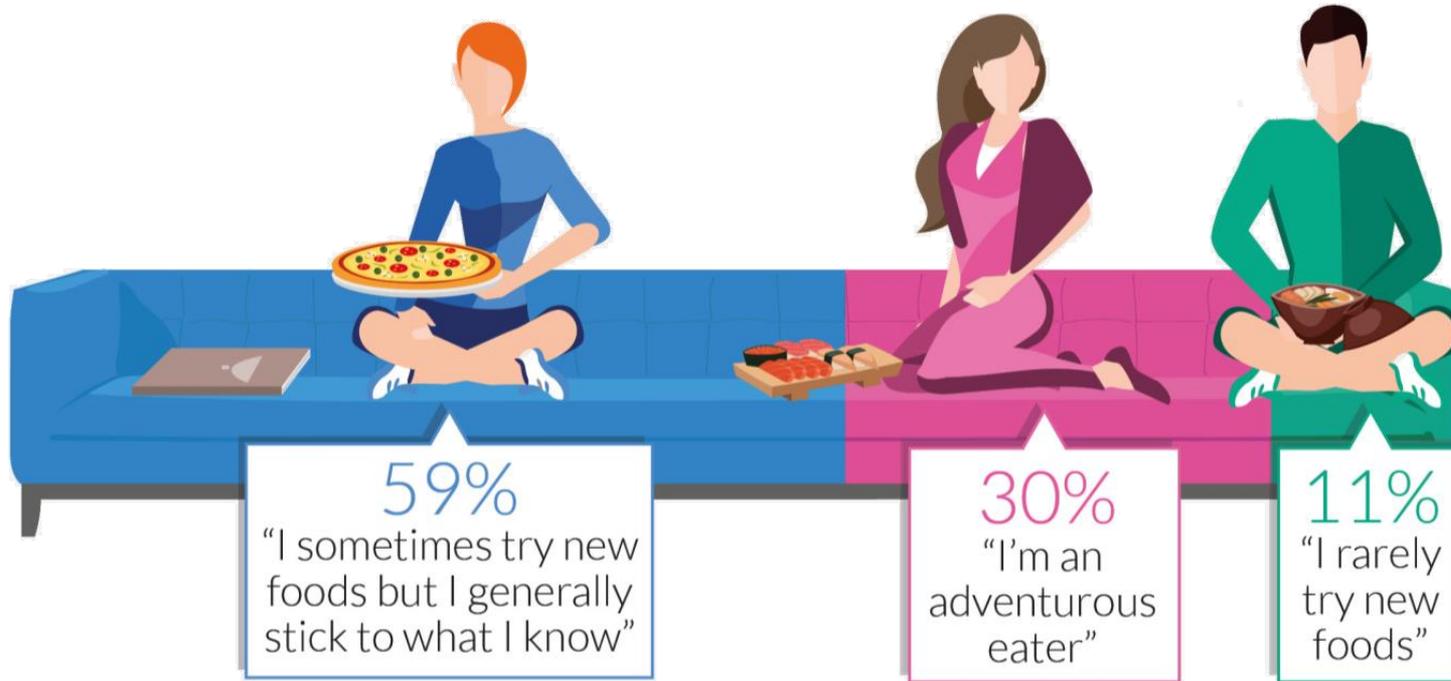
Evolution of the earth's economic center of gravity¹
AD 1 to 2025



Economic centre of gravity is calculated by weighting locations by GDP in three dimension and projected to the nearest point on the earth's surface. The surface projection of centre of gravity shifts north over the course of the century, reflecting the fact that in a three-dimensional space America and Asia are not only “next” to each other, but also “across” from each other.

Familiar comes first

Self-identification as an adventurous eater



Base: 1,964 internet consumers aged 18+ who have dined out in the past three months

Source: Lightspeed/Mintel

It always starts from foodservice

“I’d rather eat international foods at a restaurant than cook them”

53% of US consumers

“I prefer to try new flavours whilst eating out rather than at home”

65% of Italian consumers



Street food interests sizable segments of consumers

SNACKS

1 in 4

UK consumers would be interested in crisps/nuts/savoury snacks with flavours inspired by authentic street food

RISING TO 26% for 18-24s

FOODSERVICE TO RETAIL

30%

Of Spanish consumers are prompted to trial a new flavour after having it at a restaurant/café/food festival

RISING TO 36% for 18-24s

OVERALL INTEREST

39%

of US consumers are interest in trying different international street foods

RISING TO 49% for 18-24s

The term 'Fusion' making a huge impact



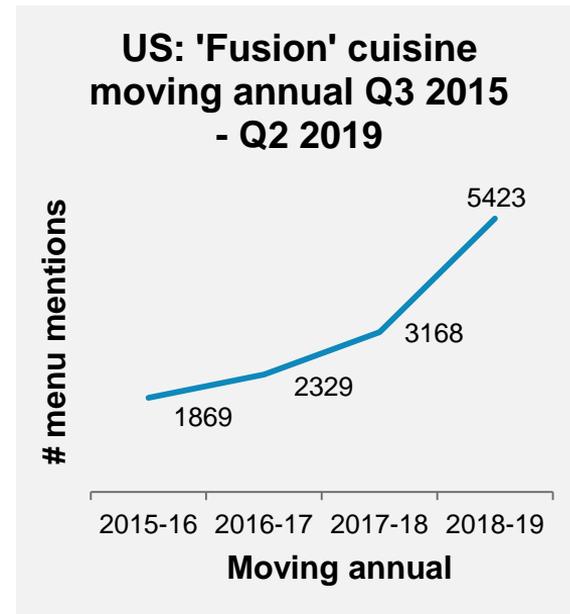
Sugoi. JPN's Señor Crab NoriTaco, shell crab, with sushi rice, coriander, shichimi togarsahi and a drizzle of spicy mayo – East London Food Truck, Japanese/Latin American



SAam. Fried burrata, tomato salad and spicy 'korean' dressing – Fusion restaurant Paris that uses familiar classic flavours and fuses them with popular Korean dishes.



Shalom Japan. Jewish (New York style) Japanese fusion. Sake Challah bread, matzo ball ramen – Brooklyn New York





To download the full presentation, please visit [mintel.com/western-world-of-flavour](https://www.mintel.com/western-world-of-flavour)