

The Grocer

Focus On: World Cuisine

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Analysis from NIQ suggests that more people are cooking from scratch in the UK. And when they do, many are going off the beaten path and trying less familiar Asian cuisines. This is helping to drive strong growth in herbs and spices such as coriander, ginger, cinnamon and chilli and has helped make Thai and Southeast Asian inspired products the fastest growing cooking sauce sector, outgrowing even Chinese and Korean. What's driving this? Asia offers huge culinary diversity, so what cuisines (i.e. Indonesian, Thai, Vietnamese, Malaysian, Filipino, etc) are in vogue? What are retailers, wholesalers and brands doing to cash in? And what other cuisines outside Asia are hot right now?

Scratch cooking: This feature will explore the factors (home working, a backlash against UPFs, growing health consciousness, etc) that have led to growing numbers people cooking from scratch from home and how this influencing the world foods market. What world foods are people cooking?

Cheats for home cooks: Of course, many could do with a helping hand in the kitchen, whether that's from ready-made cooking sauces, rubs, marinades or recipe boxes. How are suppliers of these sorts of products looking to cash in on current world food trends?

Ready meals and fakeaways: Of course, people don't want to cook all the time. So how are ready meal brands and retailer fakeaway offerings evolving in response to world food trends? What have been the hottest launches of the past year and what's in store for the coming year?

World food inspired snacks: This feature will also delve into how current trends in world food are influencing the snacking and food-to-go market. What's been on the menu in terms of new product development and how is it performing at the tills?

Retailers and wholesalers: Central to this piece will be analysis of how different retailers and wholesalers are approaching the world food opportunity, through their ranging of dine-in meal deals, ingredients, recipe boxes etc.

Restaurant trends: We will also be looking at what's hot in the restaurant scene and how that is influencing the retail market. What will be the next big thing in world food?

Innovations: We will profile four new products or ranges, ideally ones that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.