

Ethnic Foods Market Report by Cuisine Type (American, Chinese, Japanese, Mexican, Italian, and Others), Food Type (Vegetarian, Non-Vegetarian), Distribution Channel (Food Services, Retail Stores), and Region 2024-2032

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Abstracts

The global ethnic foods market size reached US\$ 54.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 110.4 Billion by 2032, exhibiting a growth rate (CAGR) of 8.02% during 2024-2032. The cultural diversity, changing consumer preferences for diverse and authentic flavors, the growth of e-commerce and online food delivery, and increased exposure to global cuisines through travel and media are some of the major factors propelling the market.

Ethnic foods refer to culinary traditions and dishes that are distinct to specific cultural or regional groups. These foods are deeply rooted in the heritage, history, and geography of their respective communities. They encompass a wide range of flavors, ingredients, cooking techniques, and presentation styles that reflect the unique tastes and preferences of different cultural backgrounds. Ethnic foods can include Indian curries, Italian pasta, Mexican tacos, Japanese sushi, and countless others. They often carry a sense of cultural identity, passed down through generations, and are celebrated for their ability to introduce diverse and exciting flavors to the global culinary landscape, promoting cultural appreciation and understanding.

The increasing cultural diversity and globalization have led to greater exposure to and appreciation for different cuisines, spurring a growing demand for authentic ethnic foods and primarily driving its global market. Concurrent with this, the expanding proliferation of social media and travel have played pivotal roles in popularizing these cuisines, creating a global foodie culture that seeks out new and exotic flavors. Moreover,

changing consumer preferences towards healthier, more diverse, and more adventurous eating experiences has boosted the market growth as people explore new taste sensations. In addition to this, the rise of e-commerce and online food delivery platforms has made it easier for consumers to access a wider variety of ethnic foods, driving convenience and accessibility. Furthermore, innovative product development and marketing strategies by food companies, along with a focus on convenience and ready-to-eat options, have further fueled the expansion of the global ethnic foods market.

Ethnic Foods Market Trends/Drivers:

Cultural diversity and globalization

One of the primary drivers of the global ethnic foods market is the increasing cultural diversity and globalization. As societies become more interconnected through travel, immigration, and digital communication, people are exposed to a wider range of cuisines from around the world. This exposure fosters a greater appreciation for the authenticity and uniqueness of ethnic foods. For instance, someone in North America can easily access and enjoy Indian curry, Japanese sushi, or Mexican tacos, thanks to the growing number of ethnic restaurants and the availability of ingredients from different cultures in supermarkets. This globalization of tastes has led to a more adventurous and open-minded approach to food, contributing significantly to the growth of the ethnic foods market.

Changing consumer preferences

Shifting consumer preferences are another key factor driving the growth of the global ethnic foods market. Today's consumers are increasingly health-conscious and seek diverse and nutritious meal options. Ethnic cuisines often offer a wide variety of ingredients, including vegetables, herbs, spices, and lean proteins, which align with these preferences. Many ethnic dishes are also perceived as being rich in flavors and using fewer processed ingredients, which adds to their appeal. Moreover, as people seek novel and exciting taste experiences, they are more willing to explore the culinary offerings of different cultures, driving the demand for ethnic foods. This trend has prompted food manufacturers and restaurants to innovate and create healthier, more authentic, and fusion-style ethnic food options to cater to these evolving tastes.

E-commerce and food delivery platforms

The rapid growth of e-commerce and online food delivery platforms has transformed the

way consumers access and enjoy ethnic foods. These platforms provide convenience, accessibility, and choice, allowing consumers to order ethnic dishes from their favorite restaurants or purchase authentic ingredients online. This has significantly expanded the reach of ethnic cuisine, particularly in regions where these foods were traditionally less accessible. The ease of ordering through mobile apps or websites has made it more convenient for consumers to explore diverse culinary options, further fueling the demand for ethnic foods. The COVID-19 pandemic also accelerated the adoption of online food delivery, boosting the sales of ethnic food providers who adapted to this trend.

Ethnic Foods Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global ethnic foods market report, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on cuisine type, food type, and distribution channel.

Breakup by Cuisine Type:

- American
- Chinese
- Japanese
- Mexican
- Italian
- Others

Chinese dominates the market

The report has also provided a detailed breakup and analysis of the market based on the cuisine type. This includes American, Chinese, Japanese, Mexican, Italian, and others. According to the report, Chinese represented the largest segment.

The perception of Chinese cuisine as both delicious and comforting has made it a favorite among consumers seeking comforting and indulgent dining experiences. The umami-rich flavors, diverse cooking techniques, and a wide array of dishes, from dim sum to Sichuan hotpot, cater to varying taste preferences, contributing to its popularity. Moreover, the rising interest in vegetarian and plant-based diets has also driven the demand for Chinese cuisine, which often includes an abundance of vegetable-based dishes. Additionally, the Chinese diaspora and the increasing international appeal of authentic Chinese flavors have led to a surge in Chinese restaurants and food products

worldwide, further fueling the demand. Lastly, the growth of travel and the exposure to Chinese culture and cuisine through media have piqued curiosity, encouraging people to explore this diverse and ancient culinary tradition, making Chinese foods a global culinary favorite.

Breakup by Food Type:

Vegetarian

Non-Vegetarian

Non-vegetarian holds the largest share in the market

A detailed breakup and analysis of the market based on the food type has been provided in the report. This includes vegetarian and non-vegetarian. According to the report, non-vegetarian accounted for the largest market share.

The demand for non-vegetarian ethnic foods is driven the rich and diverse flavors associated with non-vegetarian dishes, such as the savory spices in Indian curries or the succulent meats in Middle Eastern kebabs, which offer a unique and indulgent taste experience that appeals to consumers seeking bold and satisfying flavors. In confluence with this, the growing emphasis on protein-rich diets and the perception of non-vegetarian options as a source of high-quality protein have led to increased consumption. Additionally, the culinary adventurousness of consumers, as well as the influence of travel and food media, play a role in propelling the demand for non-vegetarian ethnic foods as people seek to explore diverse and authentic meat-based dishes from around the world.

Breakup by Distribution Channel:

Food Services

Retail Stores

Retail stores dominate the market

A detailed breakup and analysis of the market based on the distribution channel has been provided in the report. This includes food services and retail stores. According to the report, retail stores accounted for the largest market share.

The demand for ethnic foods in retail stores can be attributed to the increasing

availability and variety of ethnic food products on supermarket shelves, making it more convenient for consumers to explore and purchase these items. Furthermore, the desire for diverse culinary experiences at home, influenced by exposure to global cuisines through travel and media, is prompting consumers to seek out ethnic ingredients and ready-made meals in retail stores. Additionally, the growing popularity of home cooking and the desire to experiment with new flavors contribute to the demand for ethnic foods in retail channels as consumers seek to recreate authentic dishes from different cultures in the comfort of their homes.

Breakup by Region:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Asia Pacific exhibits a clear dominance, accounting for the largest ethnic foods market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific accounted for the largest market share.

The Asia Pacific ethnic foods market is experiencing substantial growth driven by several unique factors. Firstly, the region's diverse and rich culinary heritage, including cuisines from countries like India, China, Japan, Thailand, and Vietnam, has garnered widespread global popularity. The authenticity and depth of flavors in these cuisines are appealing to consumers seeking genuine ethnic food experiences. Secondly, rapid urbanization and changing lifestyles have led to a surge in demand for convenient, ready-to-eat ethnic food products, catering to busy urban populations. The burgeoning middle-class population with increased disposable income is willing to explore diverse food options, contributing to market expansion. Moreover, the fusion of traditional Asian flavors with modern culinary trends and innovations is creating a wave of exciting new products and restaurant concepts, further driving interest and demand. Lastly, the rise of e-commerce and digital platforms in the Asia Pacific region is making it easier for consumers to access a wide variety of ethnic food products, boosting market growth in this dynamic and culturally rich region.

Competitive Landscape:

The competitive landscape of the global ethnic foods market is characterized by a dynamic interplay of diverse players, reflecting the breadth and depth of this culinary segment. Established multinational food conglomerates often have ethnic food divisions or subsidiaries, producing popular brands and RTE ethnic food products that leverage their distribution networks and resources. Simultaneously, a thriving ecosystem of smaller, specialty companies and local artisans craft authentic and niche ethnic food offerings, catering to discerning consumers seeking genuine flavors. Ethnic restaurants, both traditional and fusion-oriented, also play a pivotal role in shaping the market, offering unique dining experiences. Furthermore, the emergence of innovative startups and online platforms has disrupted traditional distribution channels, making it easier for consumers to access a wide variety of ethnic food products globally.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Ajinomoto Co. Inc.
Asli Fine Foods
McCormick & Company Inc.
MTR Foods Pvt. Ltd. (Orkla ASA)
Natco Foods Ltd.
Old El Paso (General Mills)
Santa Maria UK Ltd. (Paulig Group)
TRS Ltd.

Recent Developments:

In August 2023, General Mills announced the launch of the DJ Carmella Creeper, adding to the Monsters Cereals lineup, with a "Monster Mash Remix" song and limited-edition merchandise ahead of Halloween.

In April 2023, Paulig PRO introduced Santa Maria Snack Bases, innovative pellets that expand when cooked to create crispy Corn Cones and Lentil Waves, allowing establishments to offer customizable, signature snacks in less than a minute to cater to the growing demand for out-of-home snacking experiences.

In January 2023, Santa Maria, a Paulig-owned brand, relaunched and expanded its spice blends range, introducing new flavors like Korean BBQ, Sriracha, Curry Red, Wok spice, and Five spice to simplify and diversify everyday cooking, catering to consumers seeking new taste experiences.

Key Questions Answered in This Report

1. How big is the global ethnic foods market?
2. What is the expected growth rate of the global ethnic foods market during 2024-2032?
3. What are the key factors driving the global ethnic foods market?
4. What has been the impact of COVID-19 on the global ethnic foods market?
5. What is the breakup of the global ethnic foods market based on cuisine type?
6. What is the breakup of the global ethnic foods market based on the food type?
7. What is the breakup of the global ethnic foods market based on the distribution channel?
8. What are the key regions in the global ethnic foods market?
9. Who are the key players/companies in the global ethnic foods market?

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