



Around the world in 80 meals

Whether it was aromatic Nepalese curry or juicy Japanese miso steak, travel might have been off the cards during the pandemic, but that didn't stop people globe-trotting with their taste buds.

In the UK and US alone, three in four consumers have tried making new dishes and experimenting with world flavours since lockdowns began last year.

Our machine-learning derived intelligence shows that now is the perfect time to satisfy consumers' appetites for culinary adventure. Make sure your products come across as easy, simple and healthy. Then transport consumers to the shores of the Caribbean, or the hustle and bustle of a street food market in Marrakech...



The [Feast Box](#) meal kit subscription is a great example of a business model that taps into all the latest food trends. Enabling consumers to 'travel the world every single day from your kitchen', this brand has a big focus on plant-based recipes, sustainable packaging, supporting local farmers and charitable donations. Big ticks all round.



The world flavours trend isn't just limited to in-home. [Ginsters](#) have recently tapped into this trend by launching plant-based pasties inspired by global flavours like Bombay potato and spinach and Moroccan vegetable, to appeal to younger shoppers looking for easy on-the-go vegetarian and vegan options.



Meanwhile, [McCormick For Chefs](#) has launched five culinary pre-blends to help on-trade food service operators incorporate trending flavours from around the world, such as Zaatar and Harissa, helping the professionals to deliver consistent flavours.

Driven by Demand Spaces

So, how can brands harness the excitement of international cuisine to tap into the global flavours market - expected to reach \$19.28 billion by 2027?

Get your spice tins, pots and pans at the ready...

Ready, Steady, GO

1. Bring the heat with spicy Asian flavours

Asian flavours have seen particularly high growth (10%) as a subcategory. 15% of our bees mentioned Asian flavours and sauces as the top flavour they have tried recently.

On top of that, "spicy" is the top flavour in the UK and number two in the US right now. Target hot Demand Spaces such as 'zero prep meals' or 'quick and lazy solutions' with ready-blended mixes to give consumers a quick way to incorporate spicy Asian flavours.

2. Make room for 'shrooms

Consumers are typically adding flavourings - onion, seasonings and spices all over-index in this area. This taps into an opportunity to play with flavour and spice.

Mushrooms can be leveraged as a base for a topping that adds umami, earthy flavour to foods - and brings you to the attention of the ever-expanding vegan and vegetarian market. A successful example of this is Pan's jerky, which [Mark Cuban](#) recently invested in.



3. Help consumers achieve greater authenticity with condiments

As home-cooking booms (30% of people are cooking from scratch 'much more frequently'), so has the market for spices, sauces and condiments.

Post-pandemic, half of consumers are using these products more than ever. Focus on bringing world flavours to your condiment line up, using special editions and seasonal trends to help consumers spice up their culinary repertoire with ease and finesse.

Interested in learning more about how to take advantage of consumers' roving taste buds?

Download our report, ["The condiment conundrum: what's next for sauce and spice?"](#) serving up intelligence on changing consumer food preferences and how you get a bigger taste of success.

From the Hive



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"I like these tins of spice blends. They're really quick and easy to use to rub on fish or meat or to just chuck into something I'm cooking to give it a twist"

Female, 43, UK

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"I wanted to eat Korean food for dinner, but I was too lazy to cook. I saw this Korean Fried Chicken place was newly opened and decided to try it out"

Male, 36, NL



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"I now buy a lot more ready-made spice mixes as I find that it encourages me to try and make dishes that I would not normally try"

Female, 39, UK

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"Tried these Thai style mushroom buns because they are plant based and I am trying to cut down on meat"

Male, 21, AU

Interested in a market case study to identify growth opportunities for your brand, [book a Streetbees GO demo here.](#)

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