

# ATTITUDES TOWARDS WORLD CUISINES – GERMANY – 2021

Germans are keen travellers, and as COVID-19 has restricted their opportunities for physical travel, world cuisine brands offer a chance to travel through food.



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# Report Content

## EXECUTIVE SUMMARY

### Key issues covered in this Report

- Overview

### The impact of COVID-19 on attitudes towards world cuisines

- The impact of COVID-19 on consumer attitudes towards world cuisine
- The impact of COVID-19 on food & drink through retail
- COVID-19's impact on attitudes towards world cuisines

### Market context

- Restaurant closures benefit home cooking of world cuisines
- Germans remain keen to eat world cuisines, even during a pandemic
- Health concerns are high on consumers' agendas

### Mintel predicts

- Germans have a strong sense of adventure
- Consumers want to explore less-common world cuisines

### What consumers want and why

- Consumers want: a chance to learn about different world cuisines
- Consumers want: world cuisines that are easy to cook and prepare
- Consumers want: premium world cuisine products

### Opportunities

- Better-for-you cuisines and plant-based foods with a world cuisine twist
- Boost trial with enticing flavour descriptions
- Explore the huge growth potential of world cuisine meal kits
- Add an educational element to cooking world cuisines
- Quick download resources

## MARKET DRIVERS

- COVID-19: market context
- The impact of COVID-19 on the German economy
  - Graph 1: key economic data, in real terms, 2019-22
- The impact of COVID-19 on attitudes towards world cuisines
- International travel and immigration drives interest in new flavours

# Attitudes towards World Cuisines – Germany – 2021

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- Consumers' longing for experiences bodes well for world cuisine flavours
- Germans are doing more cooking from scratch
- Health concerns are high on the agenda
- Addressing the needs of an ageing population gains importance
  - Graph 2: age groups (incl projections), as a percentage of total population, 2020-30

## WHAT CONSUMERS WANT AND WHY

### The impact of COVID-19 on consumer behaviour

- Transportive role of world cuisines is even more important due to COVID-19-related travel restrictions
- World cuisines provide an opportunity to learn about faraway cultures without leaving home
- Restaurant shutdowns took away an important discovery channel
- Cooking from scratch benefits world cuisine ingredients

### Usage of world cuisines at home

- Almost nine in 10 Germans eat world cuisines at home
  - Graph 3: consumption of any world cuisines in the last three months, by age group, 2021
- Chinese cuisine dominates
  - Graph 4: consumption of selected world cuisines in the last three months, 2021
- Under-35s have the widest repertoire of world cuisines
  - Graph 5: repertoire of world cuisines eaten at home in the last three months, by age group, 2021
- Usage frequency is fairly low for each individual cuisine
  - Graph 6: frequency of consuming individual world cuisines in the last three months, 2021
- World cuisines are a weekly staple for almost one in four Germans
- Keep frequent world cuisines consumers engaged with novelty

### Interest in eating previously untried world cuisines

- Strong interest in less-established world cuisines
  - Graph 7: cuisines not eaten in the last three months but with interest in eating, 2021
- Big opportunity for Caribbean cuisine

### World cuisine products eaten or used at home

- Seasonings and spices are the most commonly used world cuisine products
  - Graph 8: consumption of selected world cuisine products in the last three months, 2021
- Large growth potential for cooking sauces and pastes

### Behaviours related to world cuisines

- 78% of Germans want to learn more about different world cuisines
  - Graph 9: behaviours related to world cuisines, 2021
- Satisfy consumers' hunger for knowledge about world cuisines

## Attitudes towards World Cuisines – Germany – 2021

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- Make it easy for shoppers to find and try new cuisines
  - Graph 10: consumers who would be encouraged to try recipes by in-store ingredient displays and/or are always looking to try new dishes, by age group, 2021
- Flavour descriptions can increase world cuisine trial
- Pairing suggestions can shine
- World cuisine products can inject excitement into German dishes
  - Graph 11: consumers who enjoy adding an international flavour to traditional German dishes, by age group, 2021
- Harness the influence of food personalities...
- ...and popular cookbooks

### Most important factors when choosing a world cuisine product

- Make meals easy to prepare
  - Graph 12: most important factors when choosing a world cuisine product, 2021
- Emphasise the easy-to-cook process
- Focus on ease with on-pack communication...
- ...and other marketing tools like tutorial videos
- Customisable world cuisine products are promising
  - Graph 13: consumers who say 'something everyone in the household will like' is a top-three factor when choosing a world cuisine product, by gender, 2021
- Appeal to older consumers with premium-quality ingredients
  - Graph 14: consumers who say premium-quality ingredients is a top-three factor when choosing a world cuisine product, by age group, 2021
- Convey premium quality credibly and prominently
- Exploit the potential of ingredient provenance
- Authenticity cues can strengthen product appeal
- Demonstrate authenticity via ethical sourcing

### Attitudes towards world cuisines

- World cuisine products can capitalise on meat reduction
  - Graph 15: attitudes towards world cuisines, 2021
- Ongoing plant-based trend offers potential
  - Graph 16: agreement that adding world cuisine ingredients/seasonings to vegetarian meals is a good way to make them tastier, by gender and age group, 2021
- Ready meals are an important entry point to world cuisines
- Meal kits and recipe boxes can lower barriers for world cuisines
- Meal kits have huge growth potential
- High interest in learning new cooking skills

## LAUNCH ACTIVITY AND INNOVATION

- Retailers are very active with world cuisine launches
- Lidl puts the Caribbean in the culinary spotlight
- Language around 'takeaway' and 'chef selection' fosters associations with restaurant meals
- 'Street food' is used as a world cuisine style
- More meat-free variants of popular world cuisine dishes appear
- The clean label trend is also evident
- Better-for-you world cuisine products hold strong potential
- World cuisine products respond to increasingly health-conscious consumers with minus claims...
- ...and plus claims
- Tress Brüder stands out with a focus on the environment
- International flavours combine with regional ingredients and production
- World cuisine seasonings bring novelty to meat and fish products
- 'Infused with' or 'hint of' styles make new flavours more accessible

## Advertising and marketing activity

- Maggi launches Food Travel seasoning pastes
- EDEKA has a dedicated world cuisine playlist on YouTube

## APPENDIX

### Appendix – abbreviations, consumer research methodology and language usage

- Products covered in this Report
- Abbreviations
- Consumer research methodology
- CHAID analysis methodology
- A note on language

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