



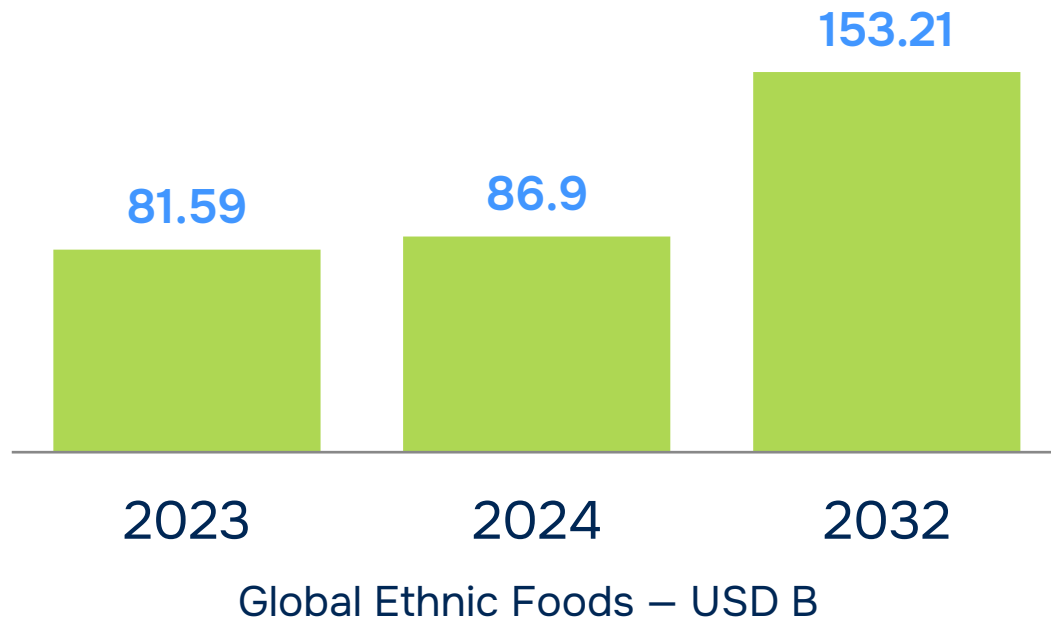
**mindsight**

Now is the time for **cultural foods & flavors.**  
**IS YOUR BRAND READY?**



**What are the opportunities  
for BFY brands to grow through  
ethnic groups, foods and flavors?**

Well, the ethnic food market is expected to nearly double in the next 8 years...



Global Foods Market is divided into:

- ASIAN
- ITALIAN
- MEXICAN
- CHINESE



# ...which is being driven by travel, migration, and even frozen foods.

## travel

- increased reach
- increased frequency
- **foreign visits** up 24% YOY
- **22%** of Americans claim they are **planning a vacation to a foreign country** in the next 6 months
- **Memorial Day 2024** – more travelers thru airports than on any 3-day weekend in history

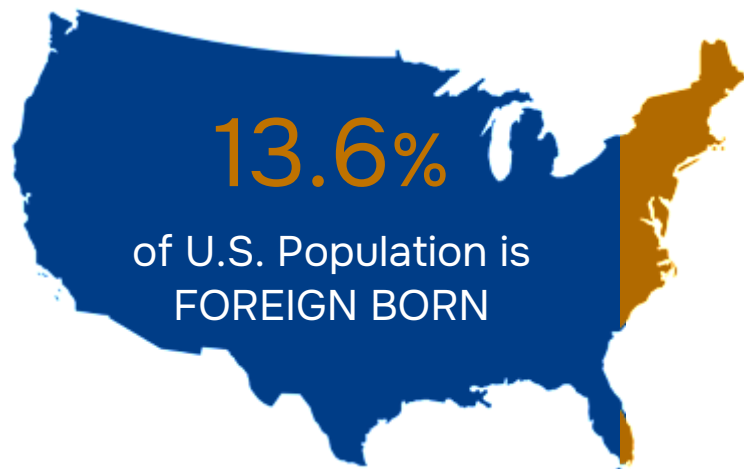
## migration

- willingness to work abroad
- demand for local, regional food products
- **65% of population growth** (21-22) was driven by immigrants
- **46MM + immigrants** living in the U.S.

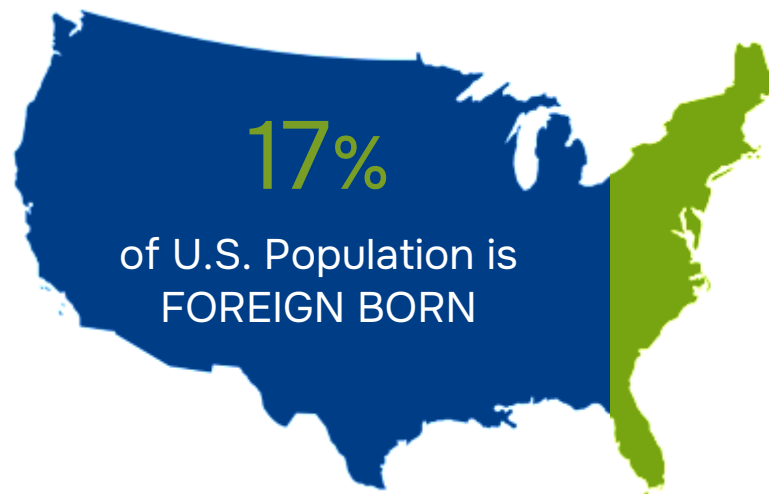
## frozen foods

- acceptance through understanding
- **frozen foods annual sales of \$77.6B**
- volume +5%, 2023
- U.S. consumers eat frozen foods an average of **4X / wk**
- **Asian frozen appetizers\*** increased between +52% 2023

# ethnic populations will continue to grow...



2024 CURRENTLY  
45,000,000



2050 ESTIMATED  
66,000,000

## by 2050...

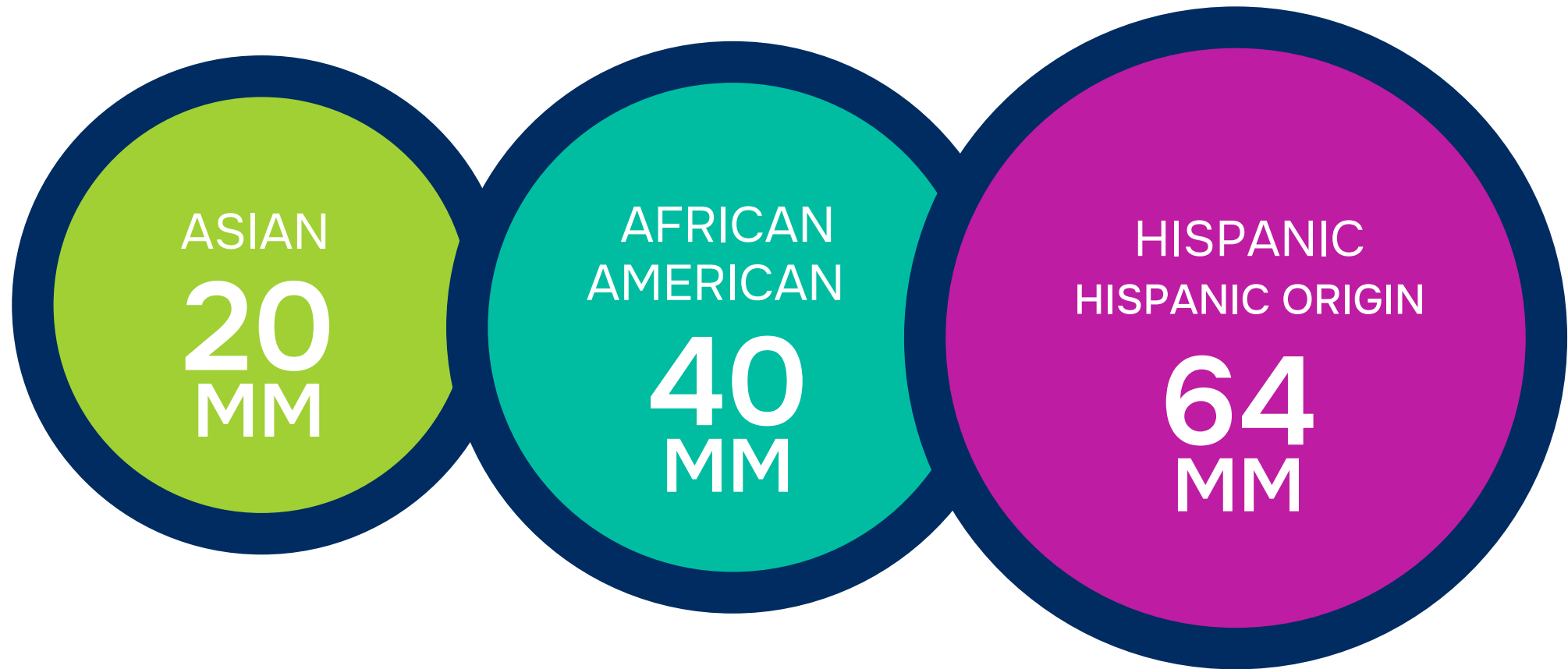
**25%** of the U.S. population – **97 Million people** – will identify as **HISPANIC/LATINO**

**8%+** of the U.S. population – **31 Million people** – will identify as **ASIAN**

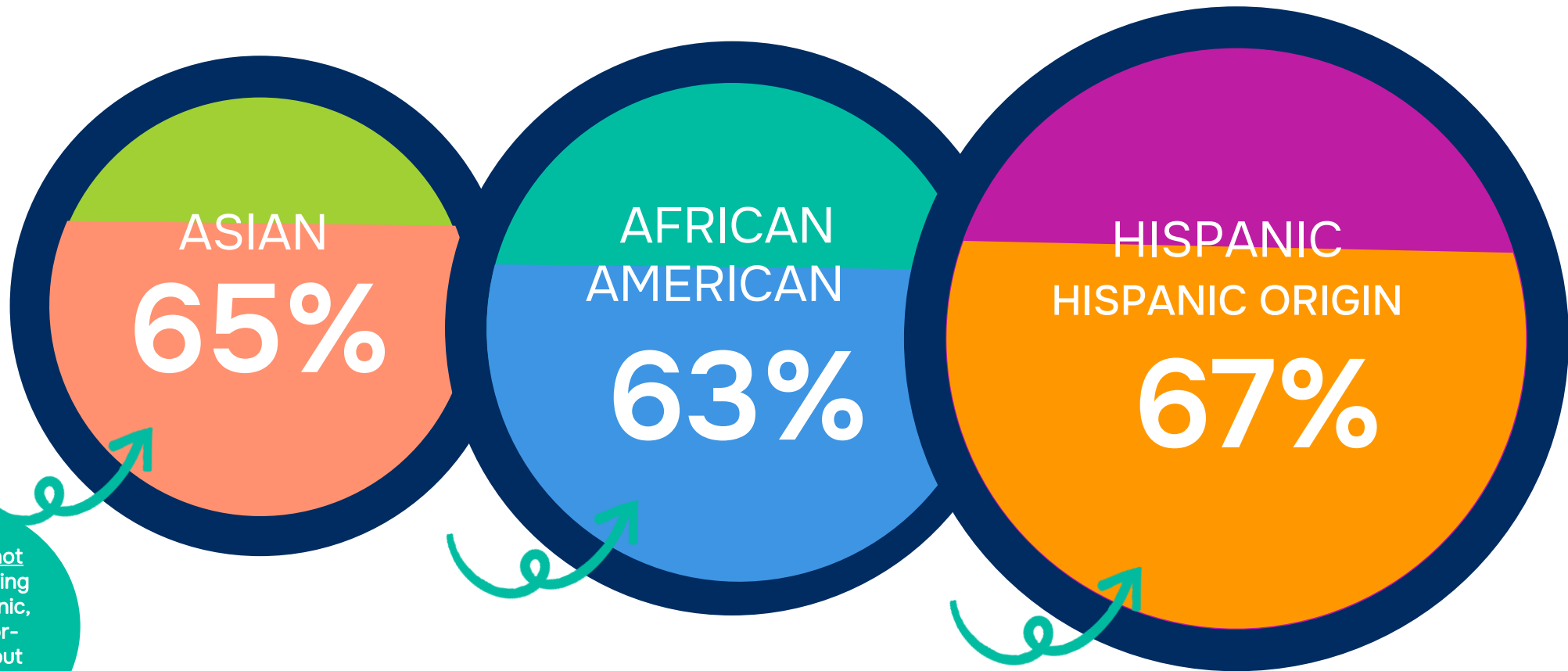
...and digital media will show us cultural flavors whether we leave the couch—or not.



# ethnic populations are large today...



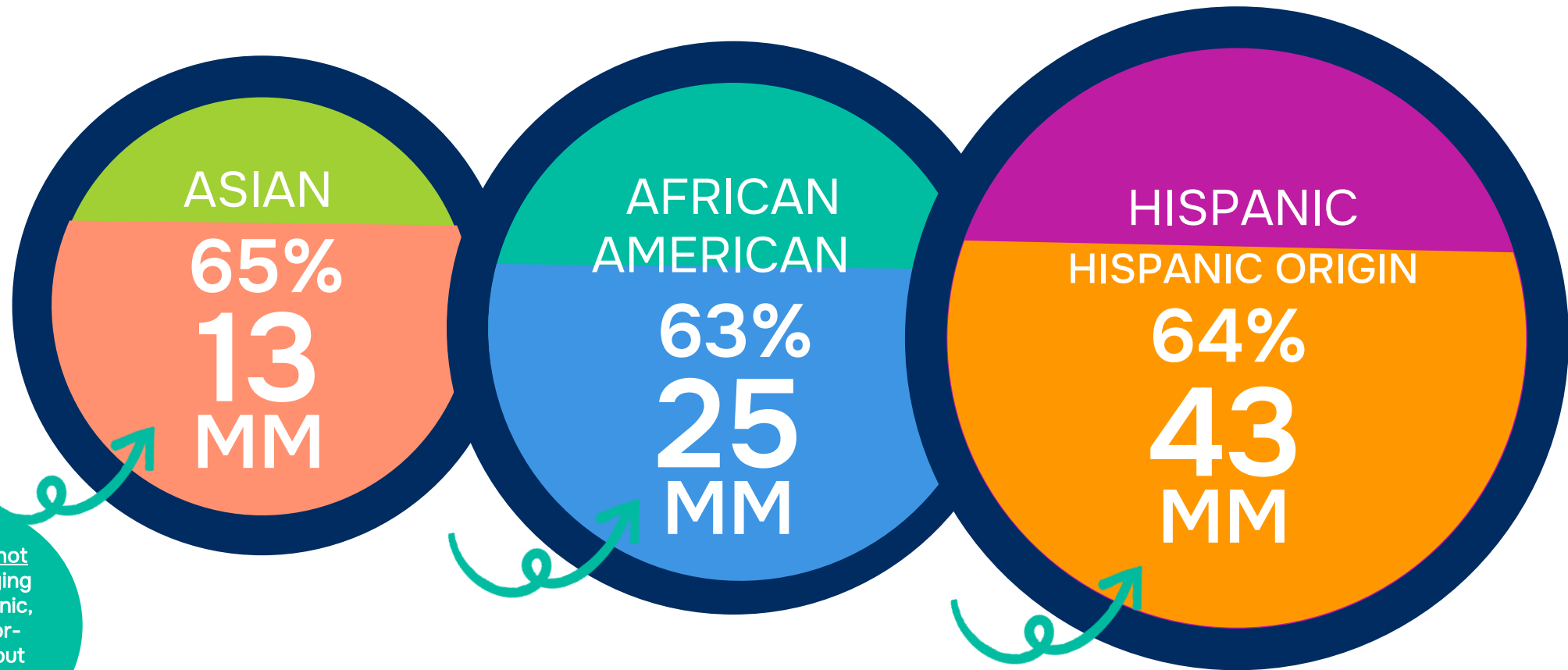
# ...but many are not currently buying natural, organic, or better-for-you foods...



Consumers not currently buying Natural, Organic, or Better-For-You foods—but interested in doing so



# ...which means the market size within each ethnic group is BIG.



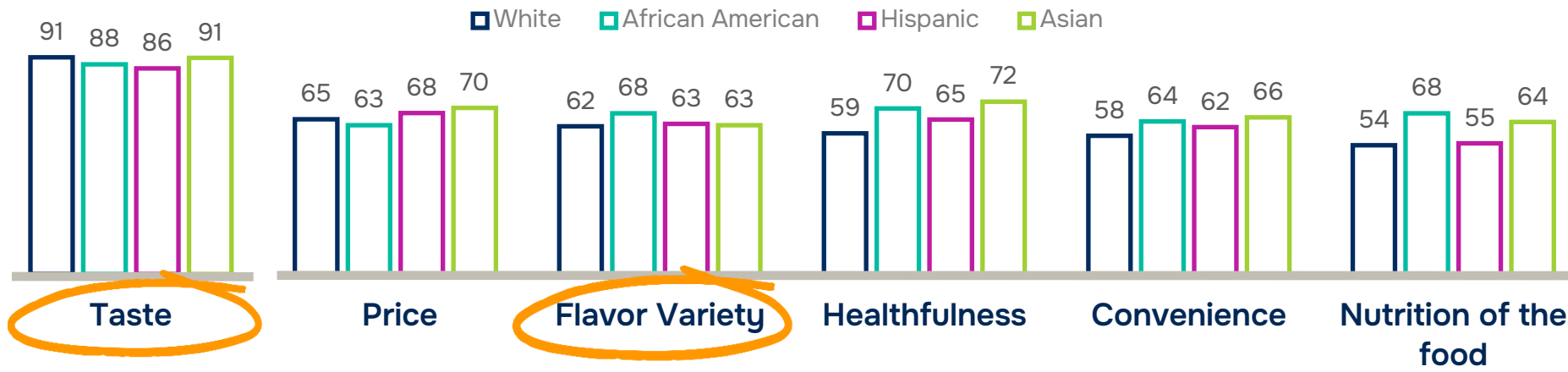
Households not currently buying Natural, Organic, or Better-For-You foods—but interested in doing so



**So how can brands tap into that  
opportunity?**

# Start with a strong taste proposition and offer a wide variety of flavors—2 of the top 3 purchase drivers.

## What matters most to food purchase



53% of U.S. consumers like to sample ethnic grocery products



# Make sure the varieties are relevant to the ethnic group—because that's really what they want.



Attitudinal Disposition % Selecting	White (A)	African American (B)	Hispanic / Hispanic Origin (C)	Asian (D)
I'd like to see more healthy options in ethnic cuisines that are relevant to me	30	60A	69A	76A
I'm interested in buying ethnic foods that are healthy	60	61	67	71

# Make those varieties seem as fresh, high in protein, and all natural as possible...

The better-for-you options they're interested in buying % Selecting	White (A)	African American (B)	Hispanic / Hispanic Origin (C)	Asian (D)
Fresh	69	62	62	67
High protein	55b	46	52	49
All natural	48	54	52	53
Low sugar	47Bc	36	39	40
Low sodium	45bC	36	32	42
Low calorie	42BD	30	35	31
Low fat	39B	30	32	40B
Organic	39	39	47a	49Ab
Few / minimal Ingredients	34B	22	27	30b
Dairy-free	21	23	24	30A
Gluten-free	17	23C	14	23C

# ...and offer the best value proposition you can— price is the primary barrier to BFY product purchase.



Their challenges to eating healthier % Selecting	White (A)	African American (B)	Hispanic / Hispanic Origin (C)	Asian (D)
Healthy foods aren't affordable	47B	32	42B	49B
Other types of foods are more convenient	36BCd	23	21	27
I crave unhealthy foods and it's hard to make healthier choices	34Bd	25	28	26
Healthy food aren't as comforting	26BC	16	13	25BC
Healthy foods don't taste good	21C	19c	13	24C
I don't have time to cook / prepare fresh foods	20	16	18	22



# Consider a distinct channel strategy as different groups have specific channel preferences.

Where they're shopping for groceries % Selecting	White (A)	African American (B)	Hispanic / Hispanic Origin (C)	Asian (D)
Traditional grocery store	78BCd	69	62	70
Walmart	70	71	70	66
Convenience store	40D	38D	37D	27
Target	31	26	43AB	45AB
Club or warehouse store	28	36a	41A	51ABC
Online	26	29	31	28
Natural / Specialty store	20	18	27aB	38ABC



The **average** U.S. Costco customer is an **Asian American woman between 35 and 44 years old**—and is **2x as likely to be Asian** than any other demographic group.

# In fact, Costco's approach can offer unique opportunities for a cultural offering:

**Sell-in occurs by region** – what they take varies based on members in the region

**Costco aims to have unique items**  
– 12-week rotations to keep offerings exciting

## 4 core priorities:

price	item attributes	Ingredient attributes	packaging
<ul style="list-style-type: none"><li>price-pack architecture</li></ul>	<ul style="list-style-type: none"><li>clean ingredients</li><li>ethical sourcing</li><li>on-trend</li></ul>	<ul style="list-style-type: none"><li>organic</li><li>non-gmo</li></ul>	<ul style="list-style-type: none"><li>design efficient palette</li></ul>

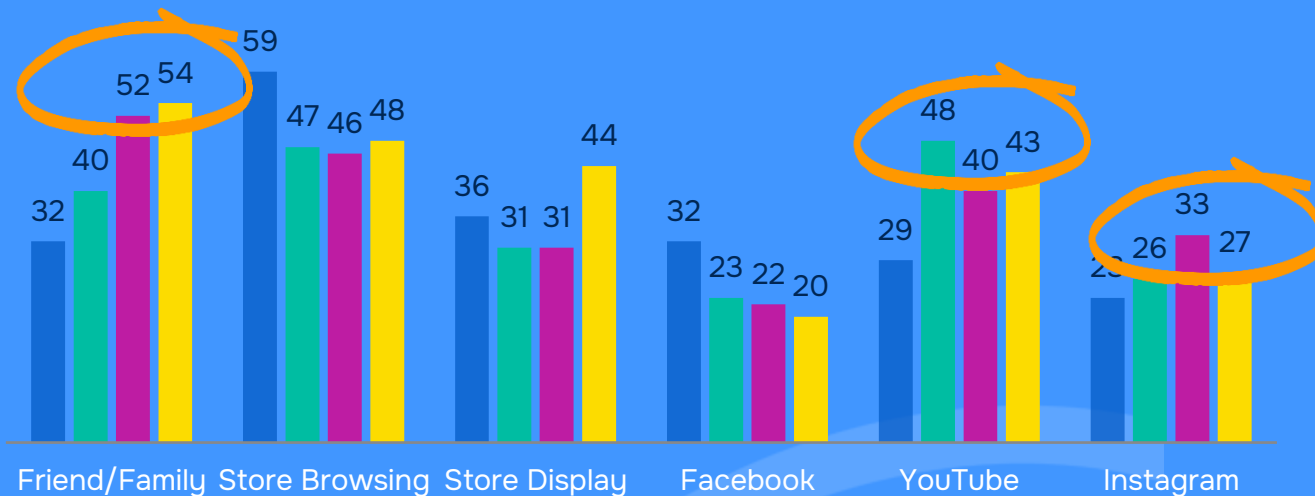













# Ethnic groups are *much more likely to be influenced* by word-of-mouth marketing and social media...

Sources of influence on healthy foods

■ White ■ African American ■ Hispanic / Hispanic Origin ■ Asian



# ...likely because they are much more likely to use major social platforms...

TOP 5 Social Platforms					
<b>AGE</b> INDEX Almost all 18-49 year olds use YouTube (90%+)	18-29   111 30-49   112	30-49   111	18-29   <b>166</b>	18-29   <b>232</b>	18-29   <b>187</b>
<b>GENDER</b> INDEX At least 1/3 more females than males use top platforms	no skew	 110	 <b>120</b>	 <b>123</b>	 <b>125</b>
<b>ETHNICITY</b> INDEX	no skew	no skew	HISPANIC <b>122</b> ASIAN <b>121</b>	HISPANIC <b>128</b>	HISPANIC <b>135</b> BLACK <b>127</b>

# ...and influence tastes accordingly.

One-third of Tik Tok's 2023 most viral recipes have a cultural influence.



**#2:**  
Lemon  
Possets



**#4:**  
Cilbir  
(Turkish Eggs)



**#22:**  
Pastina



**#24:**  
Brazilian  
Lemonade

# A few notable examples.



**newt** ✓

newt

Follow

95 Following **10.5M** Followers 355.6M Likes



**thegoldenbalance** ✓

The Golden Balance

Follow

1958 Following **6.9M** Followers 196.6M Likes



**dannygrubs** ✓

Danny Kim

Follow

1656 Following **5.3M** Followers 28.4M Likes



This Meal Prep Recipe Is A 10/10 😬

thegoldenb... ✓ 1.5M

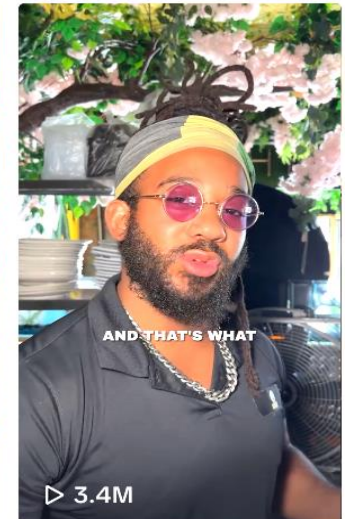


Arayes Are Actually Amazing #thegoldenbalance

thegoldenb... ✓ 3.4M



The Best Korean



Jamaican Chef teaches



**Here's a brand that's done it well  
using flavor.**

# Takis

FUEGO

Start with a *strong taste proposition*, and offer a *wide variety*—2 of the top 3 purchase drivers.



**Fastest growing tortilla chip brand since U.S. launch in 2004**

Invented in Mexico in 1999. Originally targeted at Hispanic males.



# Takis used distinct ethnic flavor as the basis for its proposition—then extended it.

**Bold spiciness** is a Mexican recipe that blends chili powder, paprika, and cayenne pepper

**Extended into many different shapes**, forms & products, including: crisps, nuts and lollipops

**2-Time winner:**

Nielsen Breakthrough Innovation award

**Target was changed to be Gen Z and Gen Alpha** youth of Hispanic origin—but everyone caught on

In 2023, Takis reported **25% year over year growth** versus 10% growth for all salty snacks





Takis has effectively used recipes and social media to drive engagement.

The Takis Challenge is an unofficial social media dare that involves eating as many Takis as possible without reaching for water or other relief from the heat. It's not just about enjoying these spicy snacks; it's a test of endurance and spice tolerance.



Extreme Blue Takis Mix Spicy Challenge 🥵 #extreme...



Unos takis extra picantes #algotranqui #comida...



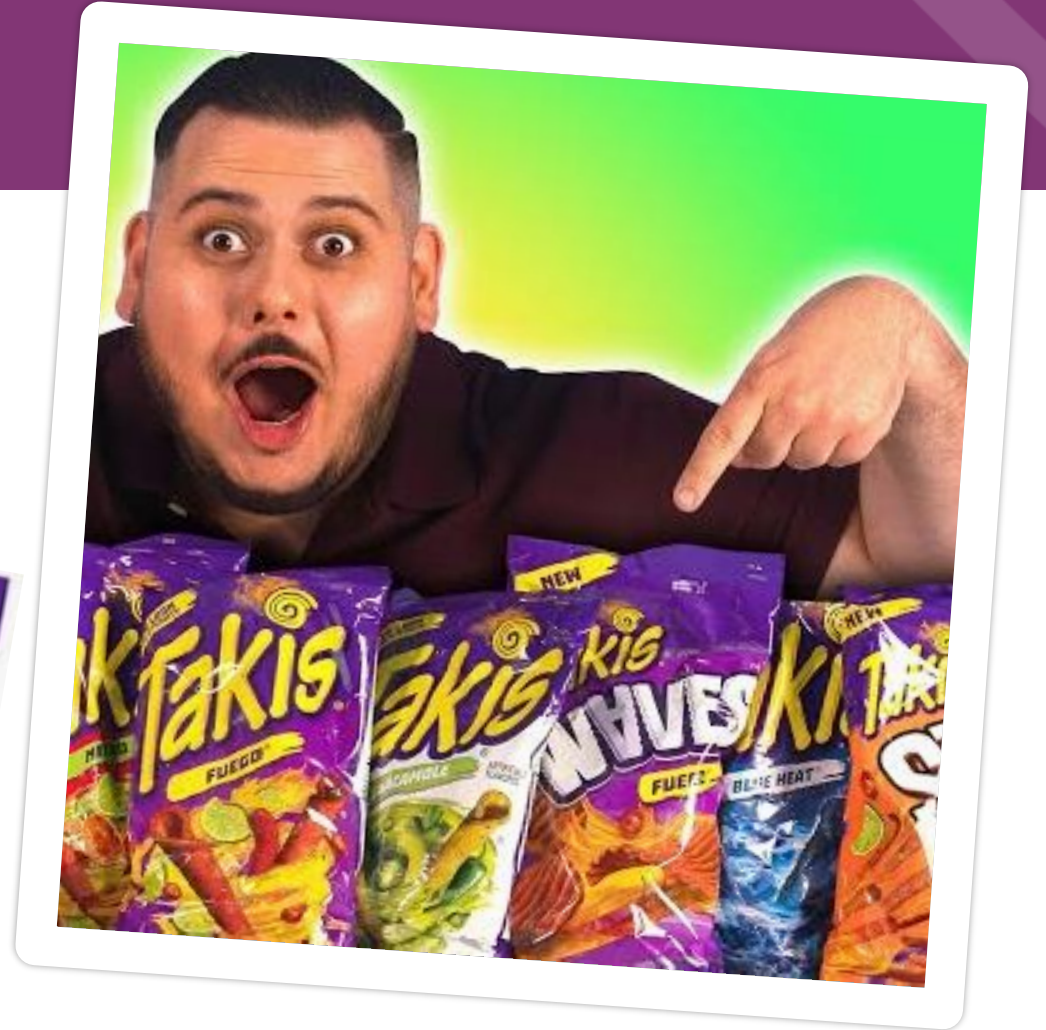
Credit: Twilight ASMR #mukbang #asmr...





## Takis drivers of success...

- distinct proposition
- breakthrough packaging
- authenticity
- social media
- launch strategy
- continuous innovation





**Here's one brand that's done it well  
using culture.**



## Fastest growing Asian snack brand.

VINCENT  
KITIRATTRAGARN

Founder  
Dang Foods

LAUNCHED 2011

Named after his mom  
and inspired by his **Thai**  
and **Chinese** heritage.



# 39.8k Followers

## THAI FOOD FACTS

Thai people are renowned "snackers" and food stalls are found in most public places.

Eating alone is bad luck!

Thai food has 5 primary flavors: sweet, salty, sour, bitter, and spicy.

Rice is the only food placed on an individual's plate while all other dishes are shared from bowls.

While chopsticks may be used for noodles, Thai people typically eat with a fork and spoon.



- cultural immersion
- adherence to a strong values and belief system
- consumer education
- philanthropy



## Dang drivers of success...

- distinct proposition  
unique flavors & textures
- vibrant breakthrough packaging
- launch strategy
- continuous innovation



**Many others are getting into the game.**



Showcase.

 **MAYAWELL**<sup>®</sup>  **SANG**  **Fila Manila**  **MILÀ**  <sup>TM</sup>





Mexican-owned and launched in 2020, Mayawell “isn’t your average soda company.” The company offers a variety of natural, organic prebiotic soda alternatives.





- benefit-focused
- choiceful Ingredients\*
- heritage
- giving back

**A portion of sales funds social impact initiatives for indigenous communities in Oaxaca**



Active Agave: PROPRIETARY INGREDIENT – prebiotic to promote and retain healthy gut bacteria

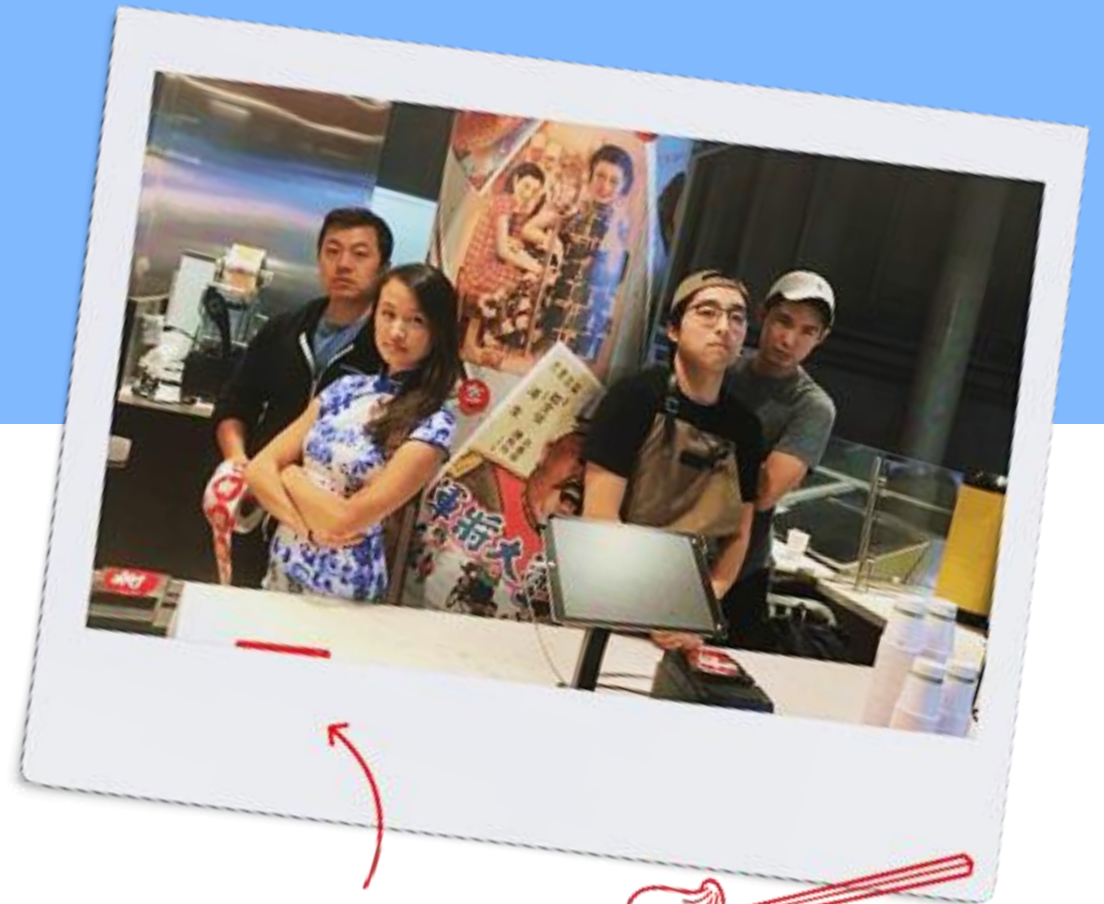
# MILÀ 蜜嘉™

Started in 2018, by second-generation Chinese-Americans who want to share their love of family heritage and food.



- family
- authenticity
- cultural pride
- freshness / quality
- experience

“If I want to get them hot and fresh, I have to go all the way to Chinatown, and as a homebody, that's a trip I don't always feel like taking. So when I came across MiLa, a brand that delivers frozen soup dumplings straight to your door, I knew I had to try it out.”



**The initial crew that started it all** – Caleb & Jen with Brian & Norman.

# SANG

SANG is the pride & joy of first-generation Vietnamese-American, Lan Pham; whose mission is to share her favorite flavors of Vietnam in modern and convenient ways.



# SANG

- family connection
- a little fun, a little quirky, approachable
- authentic

‘Sang’ means bright  
in Vietnamese  
cà phê sữa đá  
iced milk coffee



Founder: Lan Pham  
First-Generation  
Vietnamese-American





Established in 2020, Fila Manila was created to bring traditional Filipino flavors and sauces to the 2nd largest Asian-American Community.



- Adobo Marinade & Sauce
- UBE Purple Yam & Coconut Spread
- Banana Ketchup
- Kare Kare Peanut Sauce
- Isla Pineapple Rum Sauce





## Family & Culture

**Founder: Jake DeLeon**  
First-Generation  
Filipino-American

## The Vision

Desire to represent his food culture into mass market.



## Origin Story

Each sauce has a history from Spanish colonizers to a lack of tomato ketchup during the war

## Deliciously Wholesome

Products contain zero artificial colors or flavors, naturally gluten-free, dairy-free, and vegan



# Core Values are key to growth and success.



family  
foundation



cultural  
pride



authenticity  
flavor and  
ingredient  
focused



sustainability  
(environment,  
economic, social)



direct-to-  
consumer



**Questions?**

**[info@mindsighters.com](mailto:info@mindsighters.com)**



**Thank You.**

**mindsight™**

For more information visit: [mindsighters.com](https://mindsighters.com)

© Mindsight 2024