

ETHNIC INSPIRED DESSERT TRENDS



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When speaking to top dessert trends for 2012, Eric Giandelone, director of research for Mintel states desserts will get a flavor makeover while staying close to their traditional form. "In many ways, ethnic food will influence dessert flavors more than the desserts themselves... So, while the form may stay constant, like cake or ice cream, the flavor is going to be reflective of ethnic influences."

Ethnic flavor profiles are making their way into the mainstream as the U.S. becomes more diverse.

Dulce de leche and green tea are perhaps the most well known and widely used ethnic flavors in desserts.



According to Mintel GNPD, dulce de leche and green tea flavored desserts have

maintained steady launch numbers since 2008. Will more ethnic flavors enter the mainstream? We think so.

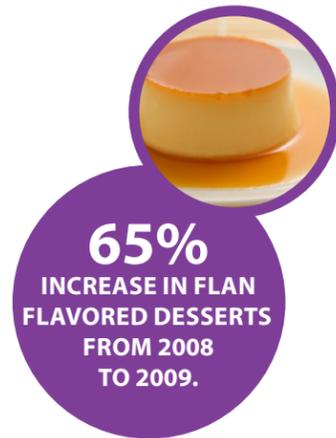
Flan flavored desserts saw rapid growth between 2008 and 2009, jumping from 63 launches to 104 launches and remaining steady through 2011.



Mochi as a dessert flavor went from just two product launches in North America in 2008 to 21 in 2010. It seems to have leveled out slightly since then with 13 launches in 2011 and 7 in 2012, the numbers still showing a large increase since 2008.



Red bean flavored desserts may gain some momentum in the coming years, but as of now, they're



only showing up on U.S. supermarket shelves as an imported product. Mintel's database shows just five dessert products containing red bean — four are ice creams and one is a popsicle.



ETHNIC FLAVORS + FAMILIAR PROFILES

Ethnic ingredients and flavors are being paired with familiar flavor profiles to introduce them slowly to consumers.

Ethnic dishes, like chocolate caramel chai and coconut caramel flan ice cream, pair ethnic flavors with a familiar twist to help bring ethnic flavors into the mainstream.



HORCHATA ON THE RADAR

Using our flavor mapping methodology, Flavor Radar®, we've been tracking horchata flavored food and beverage launches and consider horchata to be an up and coming flavor. We've seen a handful of horchata flavored desserts in fine dining and upscale restaurants, but haven't seen the flavor (outside of traditional Mexican beverages) migrate to any other restaurant segments or menu sections.

In the last four years (since Q3 of 2008), we've seen 51 new product launches containing horchata flavors — only 10 of those were in North America. But, of those 10, we've seen horchata flavors in coffee, yogurt and creamers — showing some category expansion.



LOOKING AHEAD

All four ethnic food segments (Mexican/Hispanic, Asian, Indian, and Other) saw sales growth in FDMx from 2009-2011, resulting in an 8.6% increase for the category overall. The Mexican/Hispanic segment lost share because of growth seen in the other segments — namely Mediterranean/Middle Eastern — but it is still the category leader and is likely to remain so for some time. Though we haven't seen many Mediterranean or Middle Eastern dessert flavors on the rise, growth of the segment across other categories may soon translate to more of these flavors showing up in desserts.