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**The Grocer Guide to...**

**The  
Grocer**

# World foods





**Analysis**

# Bringing the world to UK homes

**Despite economic pressures, the escapist appeal of world foods continues to drive growth and whisk consumers away on a culinary journey**

 The UK's appetite for global cuisines has reached unprecedented heights, with the world foods market valued at approximately £3bn in 2024<sup>1</sup> according to Mintel research, with an extraordinary 92% of Brits now eating world cuisines at home<sup>2</sup>. This sector continues to expand, despite economic pressures, with young consumers leading the way, having 50% of 16- to 34-year-olds enjoying stirring up world cuisines in their own kitchens<sup>3</sup>. West African foods lead regional expansion, with flavours and snacking providing the hook for mainstream consumers to discover new culinary territories.

## **Responses to inflation**

However, the current inflationary environment presents world foods

companies with challenges that extend far beyond simple ingredient cost increases. Global supply chains create interconnected pressures that require smart resolution approaches. "Commodities such as beans and pulses, coconut products, oils and certain flours e.g. cassava, yam and plantain can all be affected by climate/crop, shipping, conflict, FX and other inflationary factors," explains George Phillips, commercial manager at Wanis, UK distributor of the Tropical Sun Foods brand. This vulnerability has forced companies to abandon single-source strategies in favour of more flexible approaches.

Rather than responding with across-the-board price increases, leading companies are developing tiered product tactics that serve different

market segments. Phillips explains how Wanis has implemented this approach: "We offer a selection of brands both majoring on top quality at a fair price, such as Tropical Sun, and good quality at a very competitive price with Village Pride. This enables us to go a long way to satisfy consumers for whom quality is paramount, while at the same time providing for those for whom managing a family's budget is vital," he explains.

Companies with closer proximity to their supply sources are taking a different approach, focusing on operational efficiency and direct supplier relationships. "We're carefully managing production, forecasting and ordering to maintain exceptional service levels and pass on distribution savings to customers," explains Debbie King, sales and marketing director at





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Best of Poland. “Our close collaboration with suppliers allows us to remain competitive and deliver excellent quality products at attractive prices.”

### Convenience and authenticity

One of the most sophisticated developments is how companies successfully serve contradictory consumer demands for both premium convenience and authentic scratch cooking. This requires careful product development that maintains brand authenticity while offering different levels of consumer involvement.

“With Yutaka, we’re proud to sit at the intersection of two major trends in the UK food landscape: the rise of premium convenience and the continued strength of scratch cooking at home,” reveals Ken Furukawa, CEO at brand

owner Tazaki Foods. The key, he says, lies in developing product ranges that span the convenience-authenticity spectrum while maintaining consistent quality. “Our portfolio includes a range of high-quality, time-saving options that cater to this shift in behaviour – from long-standing favourites like our ready-to-eat instant miso soups and frozen gyoza and bao buns, to easy-to-use meal kits such as miso ramen, Tiantian ramen and yaki udon, now available in Ocado and premium Asian grocers,” he explains.

Fusion cuisines appear particularly well-suited to this dual-market strategy because they’re already adapted for different cooking contexts, as Dan Sparshatt, sales director at Golden Acre Foods, notes. “The Suhana Indo-Chinese products are delivering

at-home versions of the growing Indo-Chinese restaurants trend,” he says. “This cuisine mixes the textures and variety of flavour of Chinese food along with the spicy punch of Indian cuisine.”

### Health trends that innovate

The intersection of world cuisines with contemporary health-consciousness is here to stay, generating dynamic growth opportunities. Many traditional cuisines have inherent nutritional advantages that align naturally with growing consumers’ wellness priorities, allowing companies to lead with health benefits without compromising authenticity. “Many South Asian world foods naturally align with today’s demand for healthy, vegetarian options,” says Golden Acre



## Analysis

Foods' Sparshatt. "Our new range of Ashoka single-serve meals delivers on that trend, with delicious combinations of rice and sauce that are full of flavour, made with clean-label ingredients and great value for money."

The success demonstrates consumer willingness to embrace world foods as part of their wellness routines. "Meals like the Punjabi Choley with steamed rice taste great and they score an excellent 90/100 on the Yuka app and retail at just £2," adds Sparshatt. "They are widely listed in Tesco and build on the 'Easy Meals' category that was launched last year by offering an easy, affordable choice for shoppers looking for something healthy, nourishing and satisfying," he adds.

Fermented and traditional preservation methods are also striking a chord with consumers. "Polish dairy is enjoying remarkable growth, with kefir leading the way," adds Sparshatt. "A staple in Polish households, kefir is known for its natural gut health benefits. Our 1-litre Mlekovita Kefir (RSP £2.20) is our star performer."

Meanwhile, Best of Poland's King agrees that the gut health trend has created new appreciation for previously niche products. Curiously, "Polish cuisine naturally aligns with current health trends, offering products with functional benefits," she says. "Our vegetable and pickle ranges, particularly sauerkraut, align closely with dietary preferences for gut health and preservative-free foods."

### How snacking fits in

Traditional categories are being disrupted by products offering more interesting flavours and authentic cultural connections. "We've seen exceptional growth in the range of Jaimin Indian snacks," says Golden Acre Foods' Sparshatt. "These are a wide, varied range of traditional snacks made in Gujarat, India. They offer consumers a range of textures, flavour and spice." These succeed because they offer genuine authenticity while introducing consumers to new experiences in familiar formats.

However, while established Asian cuisines continue to dominate market share, the most dynamic growth occurs in previously niche categories achieving mainstream breakthrough. "We are seeing an increasing interest in south-east Asian food and drink,



with more mainstream consumers discovering the products from the region," explains Golden Acre Foods' Sparshatt. "Exciting food and drinks from Korea, Thailand, Malaysia and Japan are gaining hugely in popularity."

Meanwhile Wanis' Phillips points to potential in both West African foods from Nigeria and Ghana, and Latin American cuisines from Colombia, Venezuela and Brazil. "But world food is nowhere near as rigidly segmented as in the past," he points out. This reflects shifts in how world food markets are changing rapidly. Traditional ethnic boundaries are becoming less relevant as consumers look to share new cross-cultural culinary experiences. "World foods is becoming ever more 'multinational'," adds Phillips.

That said, Eastern European cuisines are taking a different approach, celebrating regional traditions and local sourcing. "Although Asian and Indian cuisines currently dominate the market, Eastern European cuisine holds substantial growth potential, driven by increasing consumer demand for authenticity and provenance," states Best of Poland's King.

### Blends and flavours

The most consistent growth across categories is concentrated in products that help consumers easily add authentic flavours to existing cooking routines. Sauces, seasonings and spice blends represent the lowest barrier to

entry for experimenting consumers while providing high-margin opportunities.

"We continue to see strong growth in certain commodities – rice and coconut products to name a couple – but also 'flavour' so sauces and condiments encompassing jerk, jollof and chilli in various guises as these give consumers the ability to 'add some exotic' with minimum effort," explains Wanis' Phillips.

Even in traditional categories, the focus on everyday staples that enhance flavour drives growth. "Significant growth is evident in everyday staples such as mayonnaise, seasoning blends and cooking purées," observes King from Best of Poland.

### Looking ahead

The most successful companies appear to be those balancing health and flavour demands with innovation, building brands that transcend narrow cultural boundaries to achieve broad market appeal; while serving familiar flavours to young consumers willing to discover new genuine cuisines. "Offering healthier, more inspiring options that fit real-life routines. Whether through premium convenience meals or from-scratch ingredients" explains Tazaki's Furukawa.

### Sources

<sup>1</sup> Mintel, UK World Cuisines Market Report 2024  
<sup>2</sup> Mintel, UK World Cuisines

Market Report 2023  
<sup>3</sup> Mintel, UK World Cuisines Market Report 2024



# Delivering a world of flavours

## DETAILS

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Marketing Manager

## KEY BRANDS

Tropical Sun

“Summer 2025 is the season of global flavours,” says Emma Macorison, head of PR at Tropical Sun Foods. “We are seeing significant growth in sales across all categories, but none more so than condiments. Consumers are dialling up the flavour with sauces and marinades as an accessible way to explore global flavours.”

Tropical Sun Foods’ hot sauces and jerk marinades are flying off the shelves, and its OnePoll survey revealed 41% of Brits are using sweet chilli sauce at their BBQs, with 26% opting for hot sauces<sup>1</sup>, she reveals. “What’s more, 20% of UK consumers are actively looking to add Caribbean and Indian flavour profiles to their BBQs, signalling a shift in world foods from niche to necessity,” she says. “In 2023, retail analyst Mintel reported that 53% of consumers are willing to pay a premium for products with new and innovative flavours<sup>2</sup>.

“Products like our Great Taste award-winning jerk seasoning are helping consumers recreate street food-style dishes at home with ease.

“Our appeal as a brand lies in our pan-global relevance aligned with our commitment to quality, authenticity and accessibility,” add Macorison. “Whether we are serving customers from diaspora from sunshine countries or those seeking a little adventure, we consistently deliver the flavours of the world.”

## Strong performance

The future looks rosy for Tropical Sun, the £55m brand distributed by Wanis. The brand is firmly embedded in the world foods landscape with a core range spanning jerk seasoning, coconut milk, hot sauce, and essentials like rice, pulses, and flours. “Growth is strong, up 20% year on year<sup>3</sup>,” reports Macorison. “Our marketing team, headed up by Sinan Jeffries is supporting the brand’s impressive year-on-year double-digit growth with dedicated and targeted campaigns across radio, outdoor and digital with innovative influencer and content marketing on social media platforms.



“Our appeal as a brand lies in our pan-global relevance aligned with our commitment to quality, authenticity and accessibility”



“In terms of our NPD, we ensure we are keeping up-to-date with viral food trends to ensure the brand stays relevant and win new Gen Z customers.”

## Feeling hot, hot, hot

The swicy (sweet and spicy) trend has risen to prominence this year; hot honey has taken social media by storm with #hothoney racking up close to 100 million views on TikTok with everything from Jaffa Cakes to lip balm getting in on the act, notes Macorison. “We’ve met consumer demand by launching Tropical Sun Hot Honey, allowing our customers to get creative in the kitchen,” she says.

“It also seems Brits can’t get enough of hot sauce, with sales of the fiery condiment going bonkers recently,” she adds. “Ocado reported a whopping 90% increase in online sales of hot sauces<sup>4</sup>, while Waitrose reported a 55% jump in sales<sup>5</sup>.

“We already have over a dozen hot sauces in our existing range from the relatively sweet mango chilli to the punishing Carolina Reaper, and are adding to the portfolio with the launch of Smooth Scotch Bonnet Hot Sauce.”

## Source

- <sup>1</sup> OnePoll survey on BBQ Trends in 2024
- <sup>2</sup> Mintel UK Condiments and Dressing Market Report 2023
- <sup>3</sup> Internal Sales Data
- <sup>4</sup> The Times, Selfridges’ best hot sauces: our critic puts her taste buds on, <https://www.thetimes.com/life-style/food-drink/article/best-selfridges-hot-chilli-sauce-taste-test-brc8bszn3>
- <sup>5</sup> The Guardian, Like eating battery acid: British tongues on fire as sales of hot sauce soar, <https://www.theguardian.com/food/2023/jul/29/like-eating-battery-acid-british-tongues-on-fire-as-sales-of-hot-sauce-soar?>



# Bringing Polish flavour to the aisles

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## KEY BRANDS

**Dawtona**  
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**Black Energy**  
– No.1\* energy drinks brand  
**4Move**  
– Isotonic sports drinks brand  
**Frugo**  
– natural caffeine energy drinks  
**Ngine**  
– energy drinks  
**Spolem Kielecki**  
– 'cult' mayonnaise brand  
**Hortex**  
– juices and nectar drinks  
**Muszynianka**  
– No.1\* water brand  
**Gellwe**  
– No.1\* cake mixes & jellies brand  
**Hortex**  
– No.1\* frozen fruit & vegetables  
**Herbapol**  
– No.1\* syrup, jam and teas  
**Wawel**  
– No.1\* dark premium chocolates

\*refers to position on the Polish market

## Source

<sup>1,2</sup> NielsenIQ, Retail Measurement, Total GB Grocery Multiples, Latest 52 weeks to w/e 06.01.25

World cuisines have never been more popular, driven by consumers seeking authentic tastes from their homeland or inspired by flavours discovered during travel or through social media. Best of Poland, a BRC-accredited UK importer and distributor, is at the forefront of bringing Poland's most beloved and trusted brands directly to UK shelves.

"Provenance is crucial within world foods," says Debbie King, sales & marketing director at Best of Poland. "Consumers demand authentic, tried-and-trusted brands that allow them to recreate dishes that remind them of home or travel experiences. Authentic ingredients are essential for capturing the true essence of these recipes."

Polish ambient food and drink products alone represent a market worth around £110m annually within the UK's top four major retailers<sup>1</sup>. Remarkably, this segment is growing faster than the overall world foods category<sup>2</sup>, underscoring its vital importance to retail offerings. Best of Poland responds to this increasing consumer appetite by partnering with renowned Polish brands, enhancing their visibility and accessibility in ambient and frozen categories.

"Our mission is clear," adds King. "We aim to be the centre of excellence for Polish food and drink brands in the UK via a 'one-stop shop' strategic



“Our mission is clear. We aim to be the centre of excellence for Polish food and drink brands in the UK via a ‘one-stop shop’ strategic supplier partnership”

supplier partnership. Essentially, our brands can tap into a range of experts, contacts and advice in one place.”

The business is launching several exciting new products this year, such as Herbapol, the leading brand in Poland for liquid syrup flavourings. Launching into over 200 UK stores in July 2025, these syrups bring new dimensions to drinks, cocktails and baking. Herbapol Plum Jam, a staple spread in Polish households, and Herbapol Fruit Tea, celebrated for its fresh raspberry leaf aroma, will also debut across hundreds of UK stores, reveals King.

Expanding its successful Dawtona range, Best of Poland is introducing Gherkins with Veg and Kashubian Gherkins. “These new additions are a direct response to consumer demand,” says King. “Additionally, the Gellwe Kisiel Blueberry mix provides ideal convenience for family baking.”

Robust marketing & merchandising strategies, from social media and print campaigns to direct-to-consumer engagements, ensure high visibility with Eastern European residents familiar with these brands and mainstream UK consumers keen to discover new products, she adds.

In a highly competitive market, data-driven insights help ensure every new product earns its shelf space, King explains. “Our goal is to help retailers’ world food fixtures perform strongly by offering compelling choices and continuous innovation.”





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# Leading the charge in innovation

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Sokolow  
Wedel  
Miezeko  
Prymat  
Pudliszki  
OSHEE  
X-Energy  
Bartnik  
Mlekovita  
Mlekol  
Lisner  
Piatnica  
Lowicz

South Asian  
Ashoka  
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India Gate  
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Suhana

Halal  
Najma  
Jaldee Eats

Golden Acre Foods, one of the UK's leading suppliers of world cuisine, serves major grocery multiples, wholesalers, and foodservice operators across the UK and Ireland. Renowned for its deep category expertise, strong retail partnerships and commitment to product quality, the company collaborates with brands and retailers to drive category growth and deliver innovative solutions that meet the needs of a diverse consumer base. As world foods continue to evolve from niche interest to kitchen essential, Golden Acre Foods is bringing exciting, inclusive innovations to retail shelves, says sales director Dan Sparshatt. "Our latest launches across the Ashoka, Najma and Jaldee Eats brands represent our most dynamic year yet," he says. "Our mission is to deliver authentic world foods that align with modern convenience and consumer values."

### Convenience without compromise

In partnership with ADF Foods, owners of the Ashoka brand, Golden Acre Foods have launched a new range of Indian meal combos featuring vegetable curry and rice pouches. These ready-to-heat options are crafted with a clean ingredients deck and are 100% vegan. "They offer shoppers great value, fuss-free yet flavour-rich meal occasions," says Sparshatt. Dishes such as Punjabi Choley with Basmati Rice, Tadka Dal with Jeera



“Our mission is to deliver authentic world foods that align with modern convenience and consumer values”

Rice and Dal Makhani with Biryani bring authentic world flavours to busy households looking to add variety with minimal effort. Meanwhile, Golden Acre Foods' Najma brand is the anchor of the £24.3m chilled halal cooked meat category<sup>1</sup>, holding over 60% value share in grocery multiples<sup>2</sup>. Najma is expanding its range with three new products: wafer-thin chicken slices, spicy turkey pepperoni slices and southern fried breaded chicken fillets. "These bring both familiarity and innovation," says Sparshatt. "Chicken is the UK's most popular protein, and we've created accessible formats that work for lunchboxes, sharing boards and weeknight dinners." Jaldee Eats, Golden Acre's halal on-the-go snacking range, is also expanding this summer, with new Spicy Turkey Bites offering a convenient and high-protein snack with universal appeal.

### Driving category visibility

Golden Acre Foods supports its broad portfolio with in-store, social and outdoor marketing. "Pre-shop activation is critical," says Sparshatt. "Our campaigns create interest and familiarity before consumers even reach the aisle. We leverage consumer insight, category expertise and meaningful formats to deliver products that serve real, everyday needs – from lunchbox staples to modern world flavours. That's our recipe for success."

## Source

<sup>1</sup> Nielsen MAT 07/06/25  
<sup>2</sup> Nielsen MAT 07/06/25





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# Reimagining mealtime fun

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w: <https://yutaka.london/>

Tazaki Foods has over 2,000 different product lines in stock in order to answer customers' needs all the time. Alongside Tazaki Foods' brand, Yutaka, the company supplies many brands and products from Japan – not only the basics but also unique products that match even the niche needs of its customers.

 Burgers and fries are out and rolling sushi is in. This summer, families are embracing the rise of a new cooking trend – 'edutainment' – where fun and food education go hand in hand. As making healthy and interactive meals take over family kitchens, the days of a simple takeaway pizza dinner are passé, says Na Wang, marketing manager at Tazaki Foods, owner of the Yutaka brand.

Recent research shows 38% of Brits have cut back on eating out and 34% have ditched takeaway spending<sup>1</sup>. So, what's replacing this? The answer: world cuisine, prepared at home. "Families are turning to vibrant dishes like sushi, spring rolls and noodle bowls – meals that are fun to make and packed with goodness," says Wang. "Parents enjoy involving their children in making nutritious, hands-on dishes to foster healthy eating habits while spending quality time together."

The world food market is thriving, with research projecting it to be worth almost £3bn<sup>2</sup>. "Asian cuisines are a major driver of this growth, with Japanese dishes, particularly sushi, leading the trend," says Wang. "The global frozen sushi market is projected to see a CAGR of 6% from 2024 to 2031<sup>3</sup>," she says.

Leading Japanese ingredient brand Yutaka has been at the forefront of this shift to healthier foods. Over the past five years, sales of Yutaka's sushi nori packs have surged by 107%, with projections pointing to a further 13% growth in 2025<sup>4</sup>. "This reflects both a widening of the UK palate and a clear opportunity for retailers to expand their food ranges, while showing that sushi-



**“Families are turning to vibrant dishes like sushi, spring rolls and noodle bowls – meals that are fun to make and packed with goodness”**

making is more approachable than many might think,” she notes.

“With sushi becoming a more regular feature in UK kitchens, retailers have an opportunity to support this shift by offering accessible, high-quality products, such as rice and nori, that reflect how mealtimes are evolving – towards healthier, more hands-on, and globally inspired choices.”

In 2024, Yutaka's 'Sushi-Me' campaign was launched, reflecting families' growing interest in experimental and hands-on cooking. Families were invited to make and share sushi self-portraits on social media, blending playfulness with food education. To amplify the idea, Sussex-based food artist Michelle Wibowo crafted sushi portraits of well-known celebrities, including Harry Kane and Ed Sheeran, an eye-catching concept that gained national media coverage. The campaign's fresh approach saw it win FMCG Campaign of the Year at the UK Content and PR Awards.

“Sushi-Me highlighted how Japanese cooking can be accessible and engaging for home cooks,” says Wang. “Sushi is no longer a niche trend; it's becoming a staple of modern family life. As more households embrace healthier meals, retailers have a real opportunity to be part of that shift.”



## Source

<sup>1</sup> <https://tinyurl.com/mrynhtd9>

<sup>2</sup> <https://tinyurl.com/35a4vfbd>

<sup>3</sup> <https://tinyurl.com/mrxwadcu>

<sup>4</sup> Yutaka internal sales figures



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