

Emerging Ethnic Foods - US - June 2002 (\$2995.00)

Mintel's report profiles the size of the ethnic foods market, paying particular attention to specific demographics of the market, and the major players within the market - the consumer, wholesalers and retailers. In addition, consumer purchasing decisions are analyzed, as well as the effect technology has made on the industry as a whole.

This report provides an in-depth look at the ethnic foods market in the U.S. with particular emphasis on the consumer. Original research conducted among consumers examines age, ethnic and economic groups. Potential opportunities for growth within the ethnic foods market are highlighted, as well as a review of current advertising strategy devised to tap perceived business potential.

Mintel's exclusive consumer research will delve into such issues within the ethnic foods marketplace as:

- Consumers' attitudes toward ethnic foods and purchasing preferences in terms of location, pricing, brands, and retailers versus specialty stores
- Which consumers are apt to spend more money on ethnic foods in regards to age, demographics, and income
- The future of the ethnic foods marketplace.

This essential profile of the ethnic foods marketplace will examine the growth potential of the market, and consumer attitudes regarding the influence of advertising campaigns, trends, and health issues as they apply to ethnic foods, and pricing concerns. This report contains US IRI InfoScan data.