

# Marketing Imported Ethnic Foods in the United States



THE IRWIN BROWN COMPANY



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## Ethnic Foods Market

The U.S. ethnic foods market is estimated to generate \$75 billion in annual sales. It is the equivalent of \$1 out of every \$7 being spent on groceries. Foodservice accounts for 65 percent of the ethnic food sales and supermarkets have the remaining 35 percent of the market.

An ethnic market is a group of consumers that share a common cultural background. Many times an ethnic market has a distinctive geographic area.

The U.S. population is older, wealthier, more educated and more ethnically diverse than ever before. The Economic Research Service has identified three general demographic trends expected to shape future U.S. food markets: more diversity, more mature consumers and U.S. population growth.

According to USDA projections, the U.S. population is expected to add between 50 and 80 million people by 2020. There will be greater proportions of Blacks, Asians and Latinos. During the next 20 years, the U.S. Latino population is expected to grow by 1.2 million annually. Population increases for non-Latino Whites are estimated at 500,000 annually. Yearly population growth for Blacks and Asians is estimated at 400,000 each. March 2007. .

. [Ethnic Foods Market](#)

- ◆ [Agricultural and Demographic Changes in the Mid-Atlantic Region: Implications for Ethnic and Specialty Produce](#), University of Maryland Cooperative Extension, 2002 - This fact sheet provides information on trends in mid-Atlantic agriculture and populations.
- ◆ [America Eats: What, When and Where in 2006](#), Institute of Food Technologists, Jan. 12, 2006 - The most popular ethnic food is Italian.
- ◆ [Americans Have Growing Appetites for Imported Foods](#), *Amber Waves*, Economic Research Service, USDA, April 2005 - An increase in ethnic diversity is a driving factor for the growth in U.S. agricultural imports.
- ◆ [Baby Boomers, Health, Ethnic Trends Help Spur Frozen Seafood Innovation](#), *Global Seafood* magazine, Quick Frozen Foods International, January 2005.
- ◆ [Building a Successful Ethnic Brand](#) - This PowerPoint saved as a pdf was presented at the 2005 Food Marketing Institute Show.
- ◆ [Consumer-Driven Agriculture](#) (pdf), *Amber Waves*, Economic Research Service, USDA, April 2003 - Changing U.S. demographics influence eating habits.
- ◆ [Ethnic Produce Marketing in the Mid-Atlantic States: Consumer](#)

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English and some in  
Spanish Versions**



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- Agricultural and Demographic Changes in the Mid-Atlantic Region: Implications for Ethnic and Specialty Produce, University of Maryland Cooperative Extension, 2002 - This fact sheet provides information on trends in mid-Atlantic agriculture and populations.
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Ethnic Produce Marketing in the Mid-Atlantic States: Consumer Shopping Patterns and Willingness-to-Pay Analysis, *Choices magazine*, Fourth Quarter 2006.

- Exotic Tastes, Familiar Brands, Food, Inc., MSNBC - Ethnic cuisines embrace the chain restaurant concept.



# U.S. Ethnic Foods Market

- From Supply Push to Demand Pull: Agribusiness Strategies for Today's Consumers, Amber Waves, Economic Research Service, USDA, November 2003 - Changing U.S. demographics, including greater ethnic diversity, are driving changes in consumer demand for food products.
- Hispanic American Influence on the U.S. Food Industry, National Agricultural Library, USDA, September 2002.