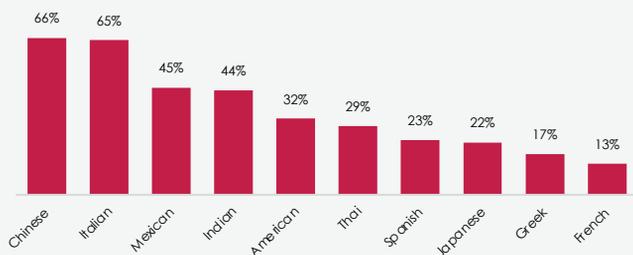


Eating Around the World

In September 2021, we took a little trip around the world to explore our Urbanites' opinions on the vast range of world foods and cuisine on offer to us today. Whether it's found in the aisles at our local supermarket market, or at one of the many new pop-up experiences opening in our towns and cities, or it's simply tucking into our favourite fast food or meal at a restaurant. Here's a snapshot of what our Northern Ireland Urbanites told us...

Favourite Flavours of the World



Takeaway Take-aways!

27%

Enjoy takeaway food at weekly whilst almost **79%** do so at least monthly. **55%** have used a food delivery app in the last month with JustEat most popular.

26%

Always use an app on their smartphone when ordering takeaway food with **1in5** using multiple apps depending on food choices and special offers.

22%

Admit to using food delivery apps to impulsively order takeaway food when they feel hungry with **15%** saying they plan to use apps more often in the future.

Cuisine and culture

Mexico
36% say Mexican food inspires them to learn more about Mexican culture.

Japan
58% say Japanese food inspires them to learn more about Japanese culture.

India
37% say Indian food inspires them to learn more about Indian culture.

Italy
52% say Italian food inspires them to learn more about Italian culture.

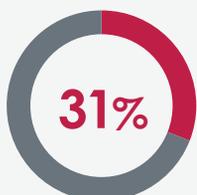
Homegrown food and drink brands

83%

are likely to buy a local Northern Irish food or drink brand if one exists in the category they are shopping in, with almost half (49%) very likely to do this.



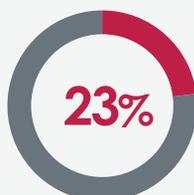
Flavouring the grocery shop



Have noticed more Japanese foods and ingredients on supermarket shelves recently



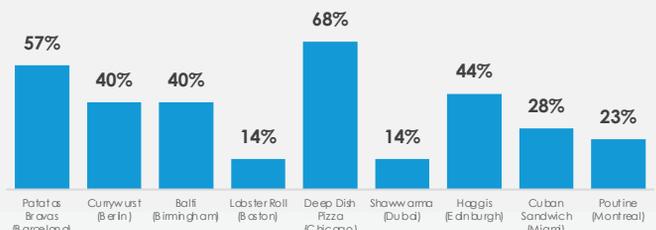
Often use Mexican meal kits such as Old El Paso and Santa Maria at home



Use cook at home kits and ready made sauces (e.g. Dolmio) when making Italian food at home

Culinary bucket list

Our Northern Ireland urbanites told us which the world's most iconic dishes they've sampled...



SUPPORT FOR STREETERIES!

60%

Think new outdoor dining options fuelled by the pandemic will stay around.

FASTER FOOD

33%

Say it's important that there is a drive-thru available at the fast-food chain they visit.

NORTHERN IRELAND ICON

74%

Listed Tayto as Northern Ireland's most iconic food / drink brand

For more insights and opinions visit:

workshopplay.ie/opinions