

Sales just got sweeter price marked packs that drive demand

Now even
LOWER!



**No.1 Sweetened Condensed
Milk Brand in the UK***

*Source: Circana (UK) Ltd, All Outlets, GB, SU Condensed Cream & Thickened Milk, Value & Unit Sales, 52 WE 16 May 2026
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It makes sound business sense to shine a light on your world foods aisle

World foods is fast becoming one of the most popular and resilient categories within convenience, offering huge potential profit for independent retailers. Once more of a specialist area, it's now a dependable source of growth. You shouldn't need much more incentive to focus on your range – assuming you have one and if not, why not?

Ranging

Consumers are now more adventurous about food and keen to try new flavours, thanks in part to street food, social media and viral food trends. Meals influenced by global flavours are no longer restricted to special occasions; people are creating them as part of their everyday routine, driving demand – 48% of

shoppers buy every other week from the category¹.

At an entry level, rice is a grocery hero, being the side dish of choice to many world food dishes. Stocking variants including basmati and ready-prepared, easy-cook pouches are a must, along with jarred sauces and pastes for quick and easy meal solutions. Meal kits are essential as they provide a simple entry point into the category. Cater to shoppers cooking from scratch with ingredients such as fresh meat and vegetables, pulses, beans, herbs and spices. Stock complementary products too, helping customers create a complete meal while boosting basket spend.

Savvy retailers are extending the opportunity into their food-to-go too, offering a broader range of fillings across sandwiches and

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(Source: 'NIQ Homescan Survey 2025 ['Conscious Eaters and Green Divide'])


TOP TIP

Incorporate Local Living own-brand products into your range alongside the branded bestsellers to demonstrate value



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wraps, while some are creating homemade dishes, accompaniments and snacks, and seeing great success and increased footfall.

Destination

Make your world foods section a clearly signposted destination and group products together rather than across different categories. Add value by providing on-shelf recipe suggestions to engage and inspire customers and encourage incremental spend. Cross-merchandise to boost basket spend further and provide a complete meal solution.

Consider timing promotions and offers with cultural events such as Diwali – see our feature on [page 10](#) – and Lunar New Year, which is world food's biggest sales week².

Bear in mind that world foods isn't just about meal ingredients. Incorporate snacks and drinks, such as coconut water, into your range to meet demand for healthier alternatives and to build trust and loyalty in your offering.

A well-curated range will drive footfall, attract a wider and younger customer base – the heaviest buyers are in the 18-34 years age bracket¹ – and increase basket spend.

Click for range advice and bestsellers listings in the Focus On World Foods guide


TOP TIP

Be aware of foods trending online as this can translate into sales if you meet demand

60% of shoppers buy from the world foods category monthly

(Source: NIQ Homescan Survey 2025 ['Conscious Eaters and Green Divide'])



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(Sources: ¹NIQ Homescan Survey 2025 ['Conscious Eaters and Green Divide']; ²Nielsen RMS & CPS Total Coverage inc. discount last 3 years)

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Source: *NielsenIQ Scantrack & Kantar WPO | Total Halloween Confectionery | 6W to WE 01/11/25. **How many people celebrate Halloween? | YouGov.

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