

TRENDS

TO KNOW

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CAPITALIZE ON THE VERSATILITY OF SUSHI



THE TREND

Japanese sushi is familiar to 90% of U.S. consumers (Datassential Consumer Preferences), and there are a variety of American-style sushi rolls that showcase dairy products like parmesan cheese or cream cheese. For example, Philadelphia rolls are typically made with smoked salmon, cream cheese, cucumber, and rice. Other twists on sushi range from sushi burritos (made with rice, veggies, and a protein, often fish, rolled in a nori wrap like a burrito) to sushi bakes (which trended on social media and take inspiration from sushi rolls like the California roll featuring cream cheese but baked in a casserole format before being scooped out and wrapped in sheets of nori). Sushi bakes are in Inception on the Menu Adoption Cycle (MAC), but they're not brand new to most consumers – 41% know what they are, according to Datassential Consumer Preferences.

DAIRY REPORT

Look to sushi (which is on 7% of menus overall, according to Datassential Menu Trends) as a base for safe experimentation. Philadelphia rolls, for example, can serve as a platform for showcasing cream cheese (which is loved or liked by 80% of consumers, according to Datassential Consumer Preferences) in a variety of flavors like jalapeno or wasabi for an on-trend kick of spice, while sushi bakes and sushi burritos could feature not only cream cheese but also cheeses like parmesan.

MENU INSPIRATION

UMAMI ROLL

Sushi One | Raleigh, NC

Grilled shrimp, sesame seeds, cream cheese, avocado, topped with seared fillet mignon, spicy mayo, soy glaze, scallions, and microgreens.

PANDA SUSHI

Sunda | Chicago, IL (HQ)

Shrimp tempura, masago, scallions, sriracha, cream cheese, unagi sauce, and wasabi aioli.

N & S SIGNATURE LOBSTER ROLL

Nick & Sam's | Dallas, TX

Maine lobster, avocado, spicy tuna, jalapeño cream cheese, Thai chili sauce, and eel sauce.

FRIED PICKLE ROLL

Voodoo Tuna | Lakewood, OH

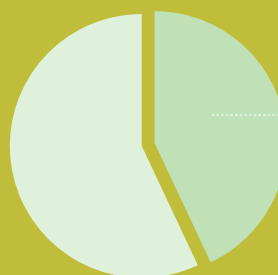
Vegan BBQ soy wrap, panko-crusted pickle, vegan cream cheese, scallions, crispy onions, ponzu sauce.

TRUFFLE MAGURO

Hapa Sushi Grill & Sake Bar | Boulder, CO (HQ)

Tuna topped with sautéed red onion, microgreens, parmesan cheese, Fresno peppers, and a blend of kombu and white truffle oil.

DATA FILE



43%

OF CONSUMERS
LOVE OR LIKE SUSHI

Datassential Consumer Preferences

TREND STAGE

PROLIFERATION



Japanese sushi is overall in Proliferation on the MAC, a stage where most consumers are familiar with the concept. However, there are a wide range of sushi flavors, some more familiar to consumers than others, so look to sushi as a blank canvas for innovation. Capitalize on convenience-forward sushi bowls or burritos featuring cheeses like parmesan, for instance, or lean into social media trends and take advantage of concepts like sushi bakes with flavored cream cheese.

Sushi is a fan favorite concept that can cater to convenience and is prime for innovation. Look to sushi bowls, mashups like sushi burritos, social media trends like sushi bakes, and more to put a twist on the concept, which can be a key vehicle for flavored or vegan cream cheese or cheeses like parmesan.

KEY TAKEAWAY