



A Twist of Plate: Brits are switching up traditional favourites for Asian cuisine, reveals new HelloFresh report

- *HelloFresh Plate of the Nations report shows families swapping “meat and two veg” for global flavours - with Asian recipes now topping UK dinner tables*
- *Kitchens across the UK are becoming departure lounges, with almost two thirds (64%) of British families using home cooking to explore new cultures*
- *Chicken is king: poultry remains the go-to protein for British eaters*

LONDON, 1 December 2025: Britain is officially losing its appetite for classic “meat and two veg” meals, as new data reveals that traditional British dishes like Sausage & Mash and Fish & Chips are being swapped for more adventurous, non-native alternatives - especially Asian comfort food.

According to *Plate of the Nations*, HelloFresh’s global cuisine trends report, the UK is yearning to travel with its tastebuds with more than half of Brits (55%) now eating British cuisine less than once a month, and only 22% considering it their favourite. Instead, British households are increasingly turning to flavours from further afield for their midweek meals.

In fact, in 2025, Asian Sticky Beef was the most-ordered HelloFresh recipe in the UK, followed closely by Butter Chicken Masala. Chicken remains the nation’s go-to protein, featuring in six of the UK’s top ten HelloFresh dishes, including favourites like Chicken Chow Mein.

This shift is being driven by a broader cultural trend: cooking as a form of exploration. Indeed, two in five Brits (40%) say recreating dishes enjoyed abroad has encouraged them to try more adventurous flavours during the week, while 64% of British families use cooking specifically to experience new cultures. This mirrors a growing global movement, with almost three quarters (70%) of families worldwide doing the same.

Across generations, curiosity for bolder flavours is rising. Gen Z (79%) and Millennials (81%) are leading the charge globally, while Baby Boomers (58%) are more hesitant - but the UK’s appetite for international dishes is growing across every age group.

HelloFresh customer data, drawn from nearly a billion meals cooked worldwide over the past year, also highlights that Italian cuisine remains popular in the UK, closely followed by Chinese, Indian and Mexican. Overall, 40% of Brits cook internationally-inspired meals at least once a week, with 43% expressing Indian cuisine is their favourite.

From a global stance, this year saw more home cooks from around the world select meals from Japan, Thailand, Korea and Malaysia than any other major region. Although Asia spans a cornucopia of national influences, dishes from these four countries were the top choice for almost half - or 45% - of those surveyed.



Alix McCaffrey, Senior Director of Product at HelloFresh UK, said: *“Brits are embracing a new kind of food tourism, one that starts in their own kitchens. As traditional favourites fall out of rotation, we’re seeing a clear shift toward global flavours, particularly Asian-inspired dishes. With families cooking more internationally than ever before, HelloFresh is proud to help households travel the world through flavour, all from the comfort of their homes.”*

As social schedules become tighter, families are increasingly looking for ways to elevate weeknight meals without sacrificing flavour. Nearly a third (29%) of Brits say meal kits inspire their cooking, helping households explore new cuisines and make dishes they once thought impossible entirely achievable at home.

Speed is a major driver of this trend: the average UK cooking time has dropped to just under 31 minutes, and rapid-cook meals are soaring. Many of the UK’s favourite HelloFresh dishes can be prepared in 20 minutes or less, helping families enjoy global flavours and maximise time together round the dinner table.



The UK’s Most Popular HelloFresh Meal Choices in 2025:

- Quick & Sticky Beef with Basmati Rice and Pepper
- 15 Minute Butter Chicken Masala with Baby Spinach, Green Beans and Rice
- Chicken, Red Wine Jus and Mushroom Stew with Cheesy Mash and Chives
- Chicken Thigh Chow Mein with Peppers and Green Beans
- BBQ Glazed Chicken with Oven-Baked Wedges, Garlicky Tenderstem and Cavolo Nero
- Midweek Chipotle Beef and Pork Rigatoni with Cheddar, Spinach and Rocket



- Cheese and Caramelised Onion Pork Steak with Potato Wedges and Green Beans
- Honey Mustard Glazed Pork Steak with Mash, Sauteed Leeks and Spring Greens
- Midweek Rosemary Roasted Chicken and Leek Sauce with Mustard Butter Peas and Potatoes
- Cheese and Caramelised Onion Chicken with Garlic Mash and Sugar Snap Peas

For more information and to download the full report, please visit [HERE](#).

Please see high-res imagery [HERE](#).

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Notes to editors

For more information, contact hellofresh@ready10.media

Research Methodology

Consumer data analysis

Data included was collected from multiple internal sources. 'Bestselling' recipes are determined through a blended metric that reflects shipped, swapped, repurchased and reviewed recipes across 17 HelloFresh markets, including Australia, Austria, Belgium, Canada, Denmark, France, Germany, Italy, Ireland, Luxembourg, the Netherlands, New Zealand, Norway, Spain, Sweden, Switzerland, the UK. The US market relies on a separate proprietary method that aligns with the global bestseller score. Bestseller data was sourced in October 2025. The report also draws on performance, volume share and customer behaviour data for cuisines, proteins and vegetables across recipes sold from October 2024 to October 2025 in all 18 HelloFresh markets. Rankings and trends may change as customer behaviour and data evolve.

Independent research:

Independent research was conducted by Censuswide to understand consumer behaviours and motivations. The data sampled 17,004 general respondents across the UK, Australia, New Zealand, France, Germany, Norway, Sweden, Denmark, Spain, Italy, Ireland, Belgium, the Netherlands, the USA, and Canada. The data was collected between 16.10.2025 - 10.11.2025. Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct and ESOMAR principles. Censuswide is also a member of the British Polling Council.

About HelloFresh

The HelloFresh Group is a global food solutions group and the world's leading meal kit provider. The HelloFresh Group consists of eight brands that provide customers with high quality food and recipes for different meal occasions. The Company was founded in Berlin in November 2011 and operates in the USA, the UK, Germany, the Netherlands, Belgium, Luxembourg,



Australia, Austria, Switzerland, Canada, New Zealand, Sweden, France, Denmark, Norway, Italy, Ireland and Spain. In Q1 2025 the HelloFresh Group delivered c. 240 million meals globally. HelloFresh SE went public on the Frankfurt Stock Exchange in November 2017 and is currently traded on the MDAX (Mid-Cap German Stock Market Index). The HelloFresh Group has offices in Berlin, Saarbrücken, New York, Chicago, Boulder, London, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen, Milan, Dublin and Barcelona.