



Abstract

In recent decades, various studies have shown that food, beyond its link with the natural and biological, also represents a symbolic and social manifestation. This biosocial character is what links food to human groups, who in turn comply with the classifications and specific rules that mark and configure the traditional cuisine and foods of a culture (Contreras and Gracia, 2005). Thus, the characteristics of production, processing, distribution, and consumption are transmitted through the generations and give an imprint that distinguishes the traditional foods of each region and country.

Historically, traditional foods were known and consumed within the cultural group of reference, however, with the development of the media, technology, the intensification of trade, expansion of tourism among others, their consumption exceeded the traditional cultural boundaries. In such a way, that the traditional foods of a region can be known and consumed in areas very distant from where they were made.

In addition to this, there is a growing trend of revaluation towards the traditional, the "healthy" and "original" that have contributed to an increase in the demand for these products at a global level. However, it cannot be ignored that the productive, commercial and traditional food consumption processes are inserted in a series of complex socio-cultural and economic processes that determine, to a large extent, the dynamics and logic of their demand. It is for this reason, and with the purpose of deepening the knowledge of these products, that in this research a diagnosis of the traditional food market is carried out in the global scope, and in a complementary way the potential that traditional Sonoran products have in the context is investigated. international. For this, an investigation is carried out in primary and secondary sources of information, where the findings show that the United States is the main marketer of traditional foods in the global sphere, and that although there is a presence of Sonoran products that are marketed in this destination, the truth is that there are still few that are in formal marketing channels.

Key words: Sonoran traditional foods, consumer trends, international market.