



Eating at Home: Opportunities in the New Consumer Landscape

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INTRODUCTION

Scope

Key findings

A NEW CONSUMER LANDSCAPE

The market for eating at home reached new heights in 2020, and is here to stay

A new consumer landscape: Factors re-shaping eating at home occasions

Remote access to food from home accelerates, led by Millennials and Gen Z

Externally-prepared food must live up to consumer expectations of healthfulness

Higher numbers of consumers want to enjoy life and prefer to spend on experiences

Consumers prioritise time for themselves and need to solve many eating occasions quickly

It is not the end for eating at home, but there is a wider array of options

Kitchens have now more capacity to store and prepare food at home

Inflation and a decelerating economy undermine consumer confidence

Takeaway and home delivery food are increasingly preferred

All these factors play a strong role in shaping future at-home eating occasions

OPPORTUNITIES IN AT-HOME EATING OCCASIONS

In this context, the options for brands to reach consumers at home are expanding

Key opportunities in eating at home occasions due to the evolved consumer landscape

Navigate changes to mealtimes by exploring more eating occasions

Typical breakfast products beyond morning

Versatile formats will help businesses navigate the fluidity of mealtimes

Better equipped kitchens for storage and cooking reinforce the habit of eating at home

Convenience, health and experience drive growth of frozen and chilled options

Align with the more sophisticated appliances available in the market

Offer a restaurant-like experience at home

South Korea's home meal replacement (HMR) industry expands given interest in food kits

Consider entering the food-for-home-delivery business

Home as an entertainment hub is a window of opportunity for finger food

Staple food players dream big with smaller packs and smaller bites

KEY TAKEAWAYS

Understanding the new consumer landscape allows brands to feed into occasions at home

Key concepts to consider in the eating at home business

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