

Checking Out Consumers' New Food and Drink Behaviors

The 2022 grocery shopper—having been through a lot—is showing new behaviors, inclinations, and plenty of mixed emotions. Healthy and nutritious food is very important right now—but so too is indulgence; consumers have sacrificed so much and are not eager to forgo small pleasures found in grocery aisles. An inflationary environment may change that; members of our research community, Glimmer, report they are already cutting back in-store:



"I am definitely more price-conscious of everything when I grocery shop."



"I have been purchasing more of the store brand (generic) items instead of name brands and clipping more coupons."

NATURAL IS MORE IMPORTANT

- 32% (the greatest amount) of consumers cite **natural ingredients** as a **top factor** when food shopping, up from 29% in 2019-2021
- 30% say the same for "contributes to fruit/vegetable intake," also up YoY
- High **protein** content **fell** in importance, from 30% in 2020 to 25% in 2022



TASTE WINS (YET) AGAIN

63% of consumers say **taste is more important to them** when choosing food and drink; taste has led with consumers since 2020

- Enjoyment, ingredients, and convenience rose as purchase drivers for consumers this year: they are seeking a treat, looking at ingredients, and increasingly on-the-go



WHAT'S INFLATION GOT TO DO WITH IT?

31% of consumers say that **cost is most important** to them when purchasing food and beverage products; so, expect at least a third to really respond to rising prices

- 4 in 10 say **rising food prices make eating healthfully difficult**; consumers struggling with finances quickly forgo healthfulness as a priority—health brands have work to do on price
- Good news: the top way that consumers **plan to save** money on food and drink products is to **stock up on sales, at 52%**



#GOALS

- 40% of consumers say they **will manage diet** to maintain or lose weight over the next 12 months
- 40% want to **eat more nutritiously**
- 39% aim to **cook from scratch** more often
- 26% will seek more **affordable** options
- 22% will **treat** themselves



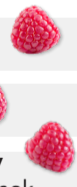
HERE FOR THE SNACKS

- 1 in 5 consumers are **replacing meals with snacks** more often this year
- Snacking also had the **greatest increase in frequency**—all up from 2020 rates;

18% Have a **morning** snack

24% Have a **late afternoon** snack

24% Have an **evening/late-afternoon** snack



- Younger generations in particular love snacking

STATUS CHECK: PLANT-BASED

90% of consumers who eat plant-based meat alternatives **also eat meat**: these innovations are an addition, not a replacement

22% of consumers eat plant-based meat alternatives; younger consumers over-index for this, pointing to future growth

TAKEOUT TONIGHT?

- 1 in 5 are tired of cooking at home—brands can help here!
- 54% use leftovers at any meal, up 5 points from 2020, pointing to a wish for convenience and savings

