

WHAT AMERICA EATS

US, FEBRUARY 2021



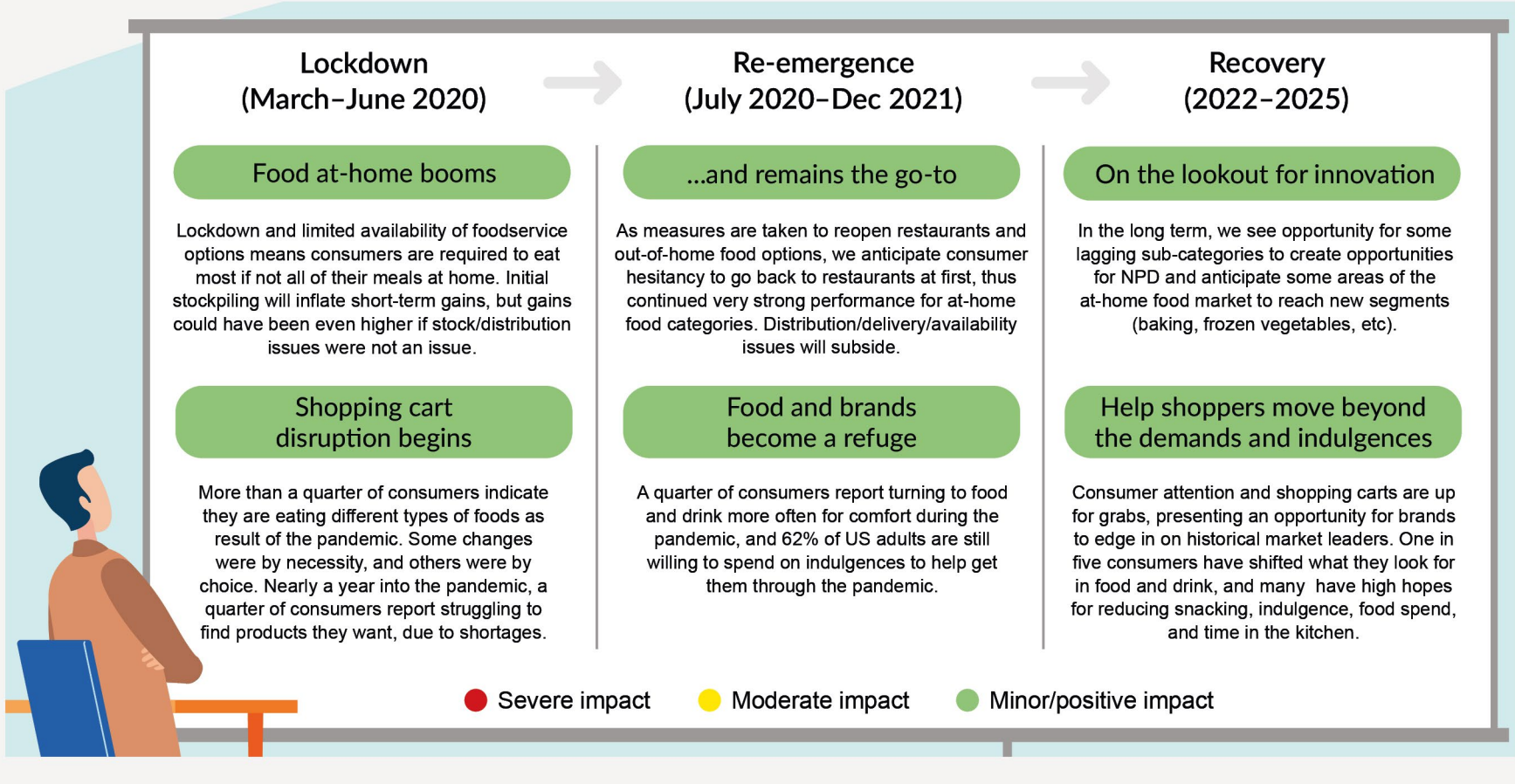
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TWO THIRDS OF US ADULTS IDENTIFY WITH PUTTING “A LOT OF THOUGHT” INTO WHAT THEY EAT. WHILE TASTE AND FRESHNESS CONTINUE TO LEAD AS FOOD AND DRINK CHOICE DRIVERS, OPPORTUNITY EXISTS FOR BRANDS TO HELP SHOPPERS MEET FINANCIAL AND HEALTH GOALS – THE TWO FACTORS VYING FOR THE THIRD MOST IMPORTANT CHOICE DRIVER.

Beth Bloom,
Associate Director,
US Food and Drink Reports

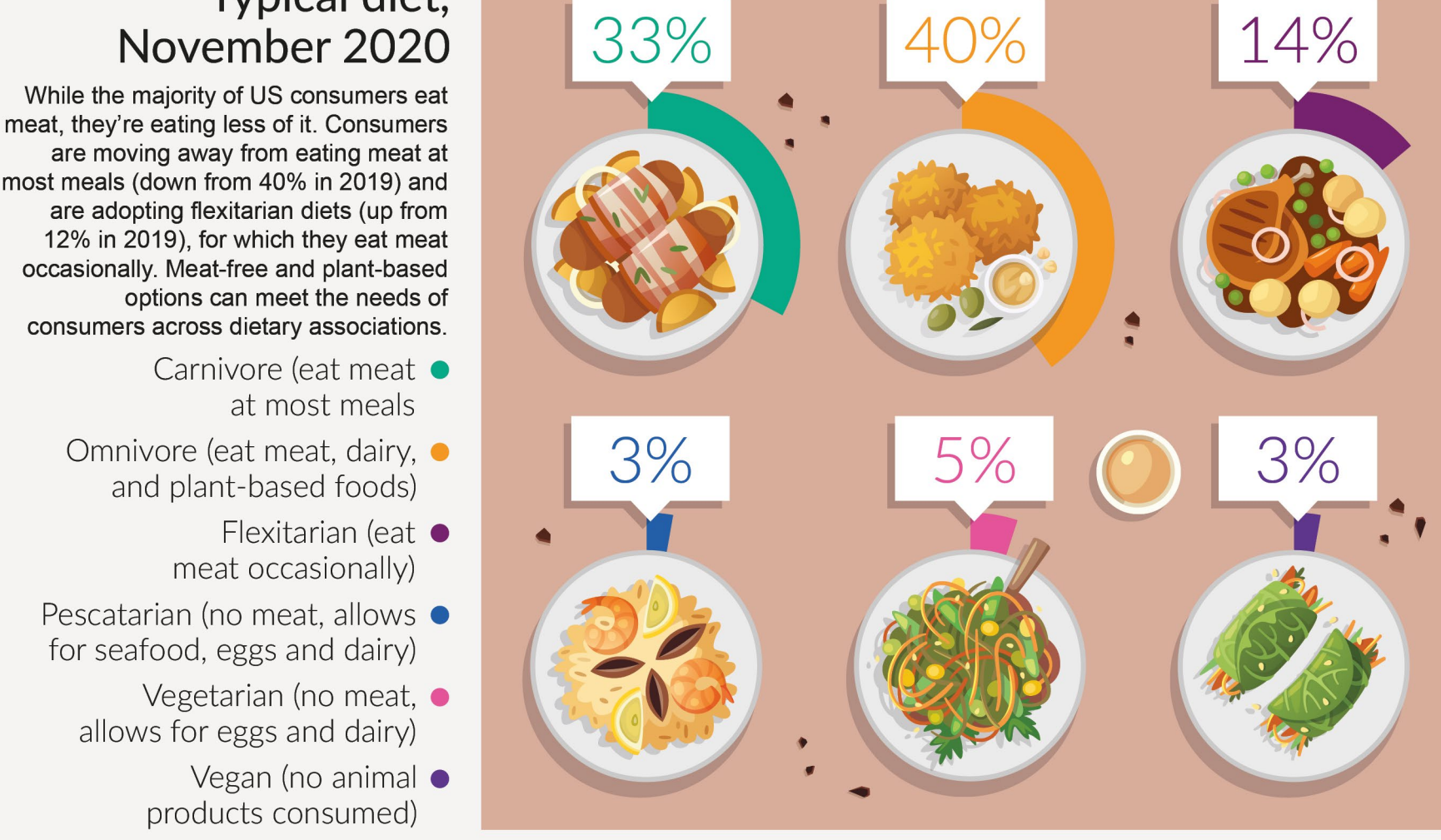
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CONSUMERS ARE UP FOR GRABS DURING TIME OF RELIANCE ON FOOD AT HOME

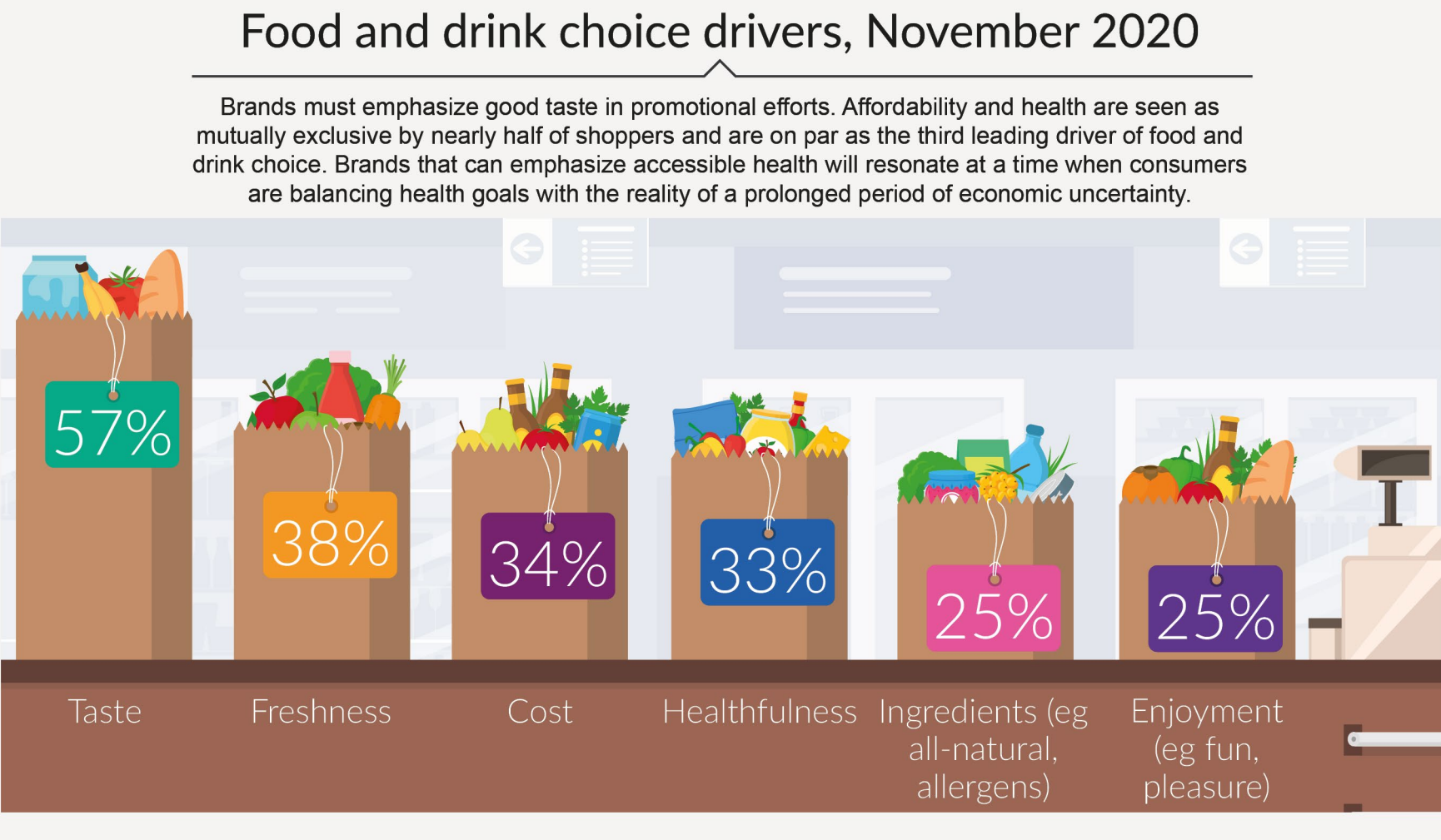


Source: Mintel

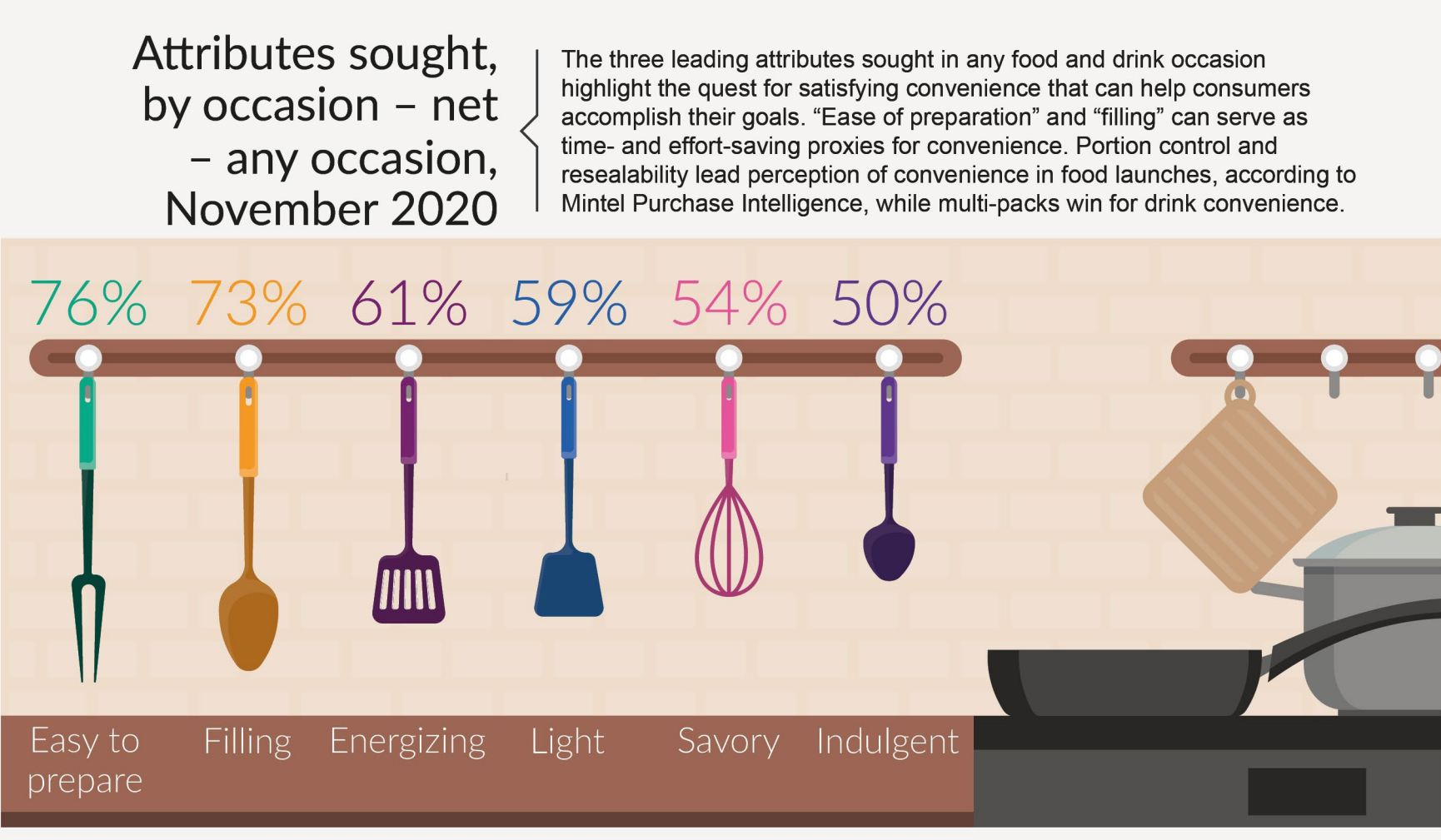
MEAT CONSUMPTION DECLINING



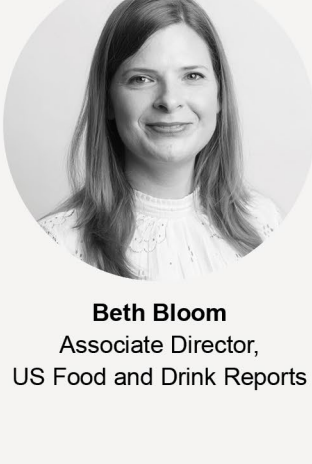
COST AND HEALTH CAN'T REPLACE GOOD TASTE



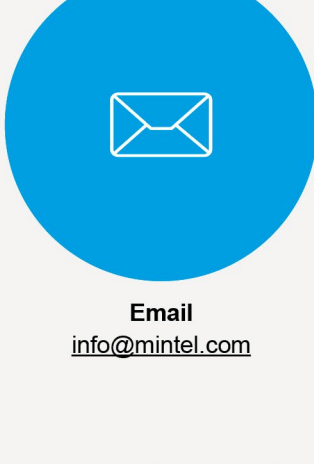
EASE OF PREPARATION AND SATIETY HAVE STRONGEST DRAW



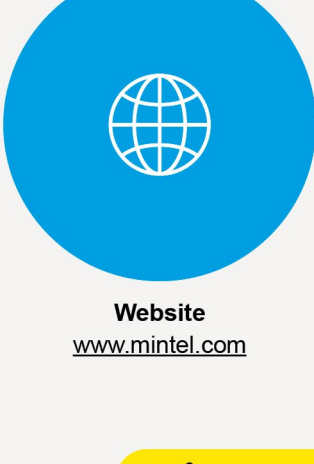
THANKS, GET IN TOUCH



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