WHAT AMERICA EATS

US, FEBRUARY 2021





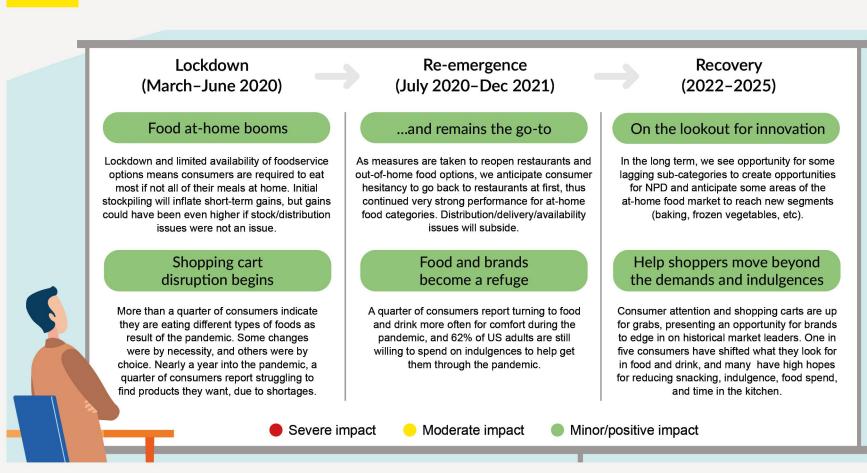
TWO THIRDS OF US ADULTS IDENTIFY WITH PUTTING "A LOT OF THOUGHT" INTO WHAT THEY EAT. WHILE TASTE AND FRESHNESS CONTINUE TO LEAD AS FOOD AND DRINK CHOICE DRIVERS, OPPORTUNITY EXISTS FOR BRANDS TO HELP SHOPPERS MEET FINANCIAL AND HEALTH GOALS - THE TWO FACTORS VYING FOR THE THIRD MOST IMPORTANT CHOICE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

> Associate Director, US Food and Drink Reports

Beth Bloom,

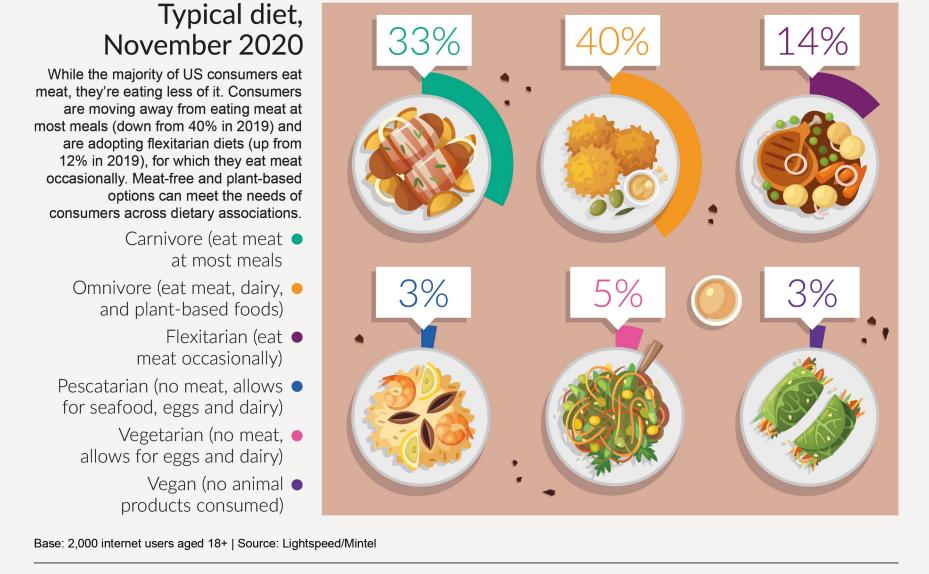


CONSUMERS ARE UP FOR GRABS DURING TIME OF RELIANCE ON FOOD AT HOME



Source: Mintel

MEAT CONSUMPTION DECLINING

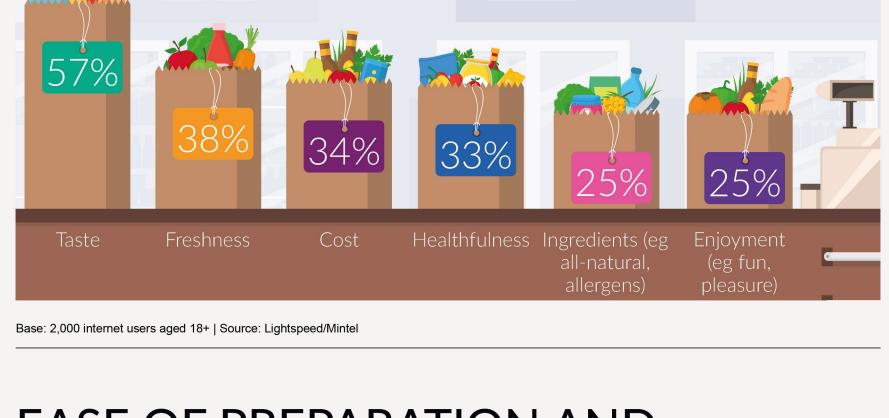


COST AND HEALTH CAN'T

REPLACE GOOD TASTE Food and drink choice drivers, November 2020

drink choice. Brands that can emphasize accessible health will resonate at a time when consumers are balancing health goals with the reality of a prolonged period of economic uncertainty.

Brands must emphasize good taste in promotional efforts. Affordability and health are seen as mutually exclusive by nearly half of shoppers and are on par as the third leading driver of food and



EASE OF PREPARATION AND SATIETY HAVE STRONGEST DRAW

Attributes sought, The three leading attributes sought in any food and drink occasion highlight the quest for satisfying convenience that can help consumers by occasion - net accomplish their goals. "Ease of preparation" and "filling" can serve as - any occasion, time- and effort-saving proxies for convenience. Portion control and

November 2020

61% 59% 54%

resealability lead perception of convenience in food launches, according to

Mintel Purchase Intelligence, while multi-packs win for drink convenience.

